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BROADCASTING TELECASTING

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21ST year

Newsweekly
Radio and
Television

how a WOR-tv campaign sold and sold until the retailer sold out!

A Chicago manufacturer made toys. He introduced them in the New York market last Spring. Sales were fine at the start, but by September they had dropped sharply. In an effort to boost them, the sales agent decided that—for the first time—he'd try television. He chose "The Merry Mailman" on WOR-tv.

He went on the air for a two-week test—to boost his sales in Woolworth's. He used no other advertising. And on the strength of the WOR-tv campaign, he sold a fresh stock of his toys to the Woolworth stores of Metropolitan New York.

What happened when the campaign broke?

Within two weeks, Woolworth not only sold out of his toys COMPLETELY but re-ordered more than TWICE the quantity they had originally purchased for the campaign.

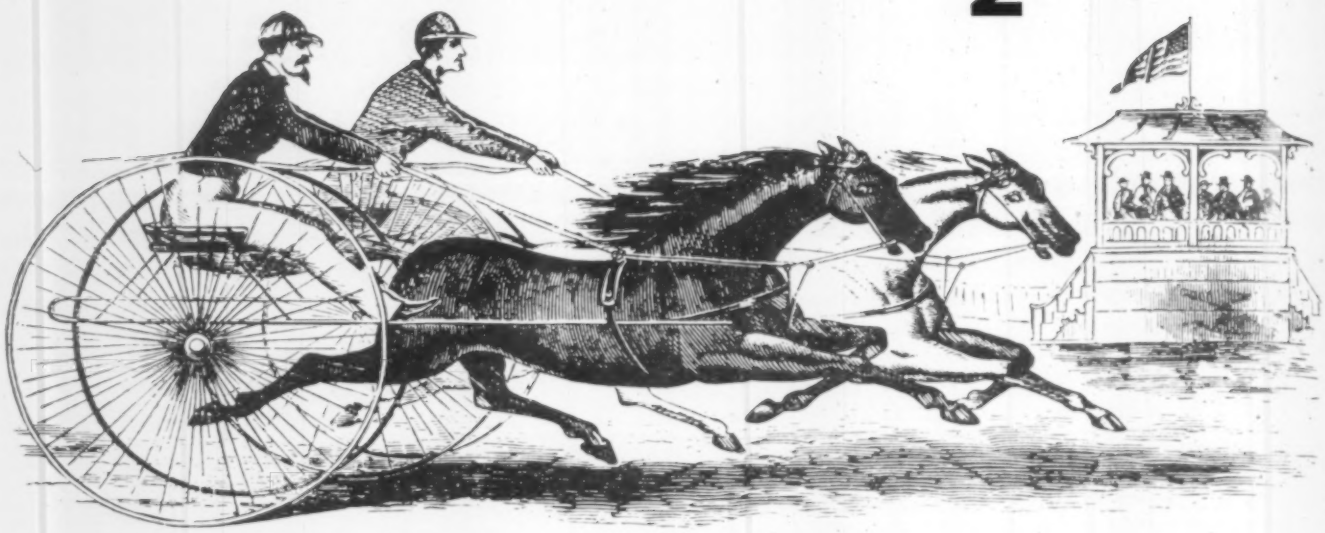
Sales were the highest of any comparable period prior to the WOR-tv campaign.

There are, at the moment, a few availabilities in "The Merry Mailman" on WOR-tv, channel 9

WOR-tv channel 9
high in results . . .
low in cost

FIRST... for 25 years

NBC



in Virginia...

WMBG

A quarter-century ago, NBC started as the nation's pioneer network . . . WMBG began its career as the pioneer NBC outlet for Richmond, Virginia's first market.

The character of a nation is often influenced by that of its founders and Virginia has contributed the greatest names of American freedom and independence. As Virginia is synonymous with historical firsts, so are the Havens & Martin Stations, WMBG (AM), WCOD(FM), WTVR(TV) pioneers in the Old Dominion.

We are proud that the network the country listened to first is still the network the country listens to most.

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

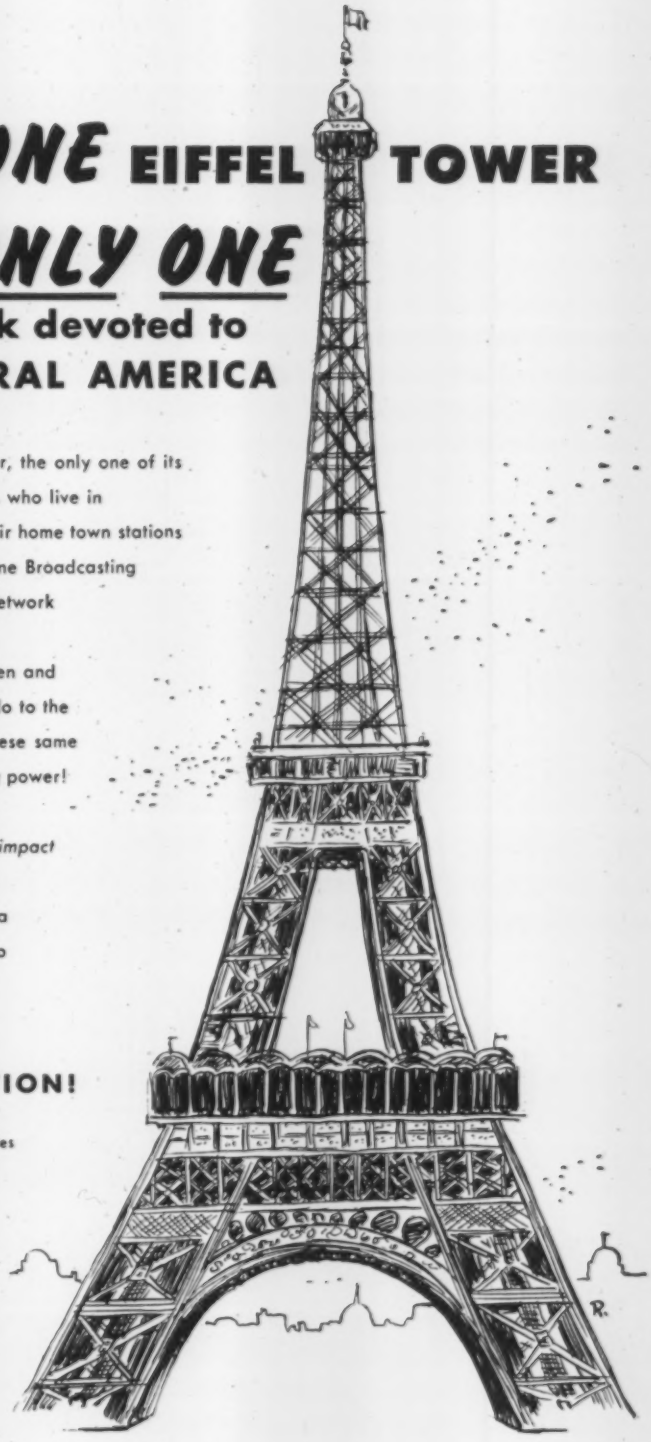
THERE'S *ONLY ONE* EIFFEL TOWER

. . . and there's *ONLY ONE*
National Radio Network devoted to SMALL TOWN and RURAL AMERICA

Each year thousands of people flock to the Eiffel Tower, the only one of its kind — but, *every day, millions of people,* who live in rich, Small Town and Rural America, are listening to their home town stations which are affiliated with the fast growing Keystone Broadcasting System — the only national, established transcription network reaching this market!

According to BMB, these Americans listen more often and longer to their local level impact stations — than they do to the far off metropolitan power stations. And these same Americans possess more than half of the nation's buying power!

There are 476 KBS stations . . . . strategically located, now delivering this sales-producing *local level impact* for many of America's most particular advertisers! All of these stations may be purchased in a complete package — or the number required to cover your distribution pattern.



NO TELEVISION RECEPTION!

Small Town and Rural America possesses few television sets. Practically all of the KBS affiliates are in towns of 50,000 or less . . . where there's little or no satisfactory tv reception. Keystone listeners are *radio fans!*

KBS

The Voice of Rural America

KEYSTONE BROADCASTING SYSTEM, Inc.

NEW YORK: 580 Fifth Avenue

CHICAGO: 111 W. Washington

Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV

LANCASTER, PENNA.

goes to the schoolroom

An important educational experiment to determine the value of teaching by television, as compared to regular classroom instruction, is currently under way on WGAL-TV. Professor George R. Anderson* of the mathematics department of Millersville State Teachers' College is conducting this series of six classes in **THE USE OF THE SLIDE RULE**. Each Wednesday from 9:45 to 10:15 A.M., he is telecasting his instructions to one class at each of three Pennsylvania high schools—Lancaster McCaskey High School, Manor-Millersville High School and Denver High School. Later, on the same day, Professor Anderson gives personal instruction in exactly the same subject matter to a different class in each of the three schools. From this experiment, it is expected that some important deductions can be made as to the value of television for classroom instruction, as compared with personal instruction. WGAL-TV is proud to conduct this important educational research as part of its wide and varied program of public service.

**Professor Anderson is using the research material gathered from this educational test toward his doctorate at Pennsylvania State College.*

A Steinman Station—CLAIR R. McCOLLOUGH, Pres.

WGAL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES · Chicago · Los Angeles · San Francisco · New York

at deadline

CLOSED CIRCUIT

WHAT HAPPENS after adoption of final version of NARTB's Television Code, expected at board sessions in Washington Dec. 5-7? There's already talk of appointment of an outstanding individual as "code authority" to head enforcement operations.

EYES of telecasters and would-be telecasters will be focused on St. Louis for next fortnight to learn extent of job "segmentilization" in new contract for KSD-TV. Station agreed to union terms last week but final contract hasn't been negotiated.

LOOK FOR CBS Radio to announce its new sales plan, parrying NBC's, and perhaps also dealing with radio-television re-evaluation questions, on or about Dec. 3.

CRAIG LAWRENCE, vice president and general manager of WCOP Boston, expected to join headquarters Cowles organization upon transfer of that station to T. B. Baker Jr. and A. G. Beaman, owners of WKDA Nashville for $150,000 [B•T, Nov. 12-5]. Precise assignment, it's expected, will await return to country of Gen. Luther L. Hill, president of Cowles Broadcasting Co., early next year.

GUIDEPOST for broadcasters soon to be nettled with political campaign problems may be forthcoming from FCC this week when it acts on complaint of unsuccessful 1950 New Orleans mayoralty candidate, Alvin A. Cobb. Mr. Cobb claimed WDSU censored one of his campaign speeches. What makes case unique is that it was a political candidate himself who was blue-penciled; most other such cases usually involve supporters of a candidate. WDSU claimed that deleted portions of Cobb speech were libelous.

OLIVER TREYZ, director of research, ABC sales department, slated to join executive staff of William H. Weintraub, N. Y. Agency has given severance pay to six persons in radio and television department because of its preponderance of film shows as compared to live programs it had been producing.

EUGENE S. THOMAS, manager of TV operations of WOR-TV New York, on leave of absence from station. Understood he will not return to this position, although no successor named as yet.

ABC UNDERSTOOD about to hire top-ranking program man to head up all ABC-TV programming.

DON'T EXPECT Supreme Court to hear transitcasting case [B•T, Oct. 22] before late January or early March next year. Illness of Paul M. Segal whose firm Segal, Smith & Hennessey represents anti-transit radio battlers Pollak and Martin, will be reason for postponement request in case court sets earlier date. Mr. Segal developed pneumonia in Denver several weeks ago, is now recuperating at home in Washington.

BURLINGTON MILLS (Cameo hosiery),

(Continued on page 6)

RTMA SEES 4,440,000 TV, 10,900,000 RADIO IN 1952

PRODUCTION of 4,440,000 TV sets and 10,900,000 radio receivers in 1952 estimated Friday morning by set-makers on 42-man board of Radio-Television Manufacturers Assn. meeting in Chicago. Group, representing all major set manufacturers, estimated a high of 5 million and a low of 3 million TV sets next year, with 25% of those voting in informal poll choosing higher figure. Range for radio sets went from 7½ million to 12½ million.

Group agreed not to take positive stand on subscription TV, referring matter to subcommittee of TV committee which will formulate resolution and make recommendations to board at February meeting in New York. Glen McDaniel, RTMA president, chairman of committee, will name its members.

Plans for FM promotion program going ahead, General Manager James D. Secrest said, explaining initial test of plan will be made in Washington, D. C., Wisconsin and North Carolina in January. Ray J. Yeranko of Magnavox named chairman of service committee, filling out unexpired term until June. Group, which fosters improvement of TV set servicing and education of trained technicians for work, will sponsor display at American Vocational Assn. meeting in Minneapolis Nov. 26-Dec. 1.

MURROW SDX FELLOW

FIRST RADIO MAN so recognized, Edward R. Murrow, CBS commentator and board member, last week was made a fellow of Sigma Delta Chi, professional journalistic fraternity. Announcement of award was made at closing session of 32d national convention of fraternity in Detroit Saturday (early story page 100). Others made fellows were Dr. Alberto Gainza Paz, former publisher of *La Prensa*, which was seized by the Peron government in Argentina, and Irving Dilliard, editor of the editorial page of the *St. Louis Post Dispatch* (KSD-AM-TV). Fraternity now has 12 fellows.

PARAMOUNT, ABC-UPT MEET

PRE-HEARING conference of attorneys in Paramount license renewal and ABC-United Paramount Theatres merger cases will take place Nov. 20 before FCC Hearing Examiner Leo Resnick in Temporary Bldg. T, Washington. Conference had been scheduled for Nov. 21, but was moved ahead due to prior commitments by some attorneys.

BUSINESS BRIEFLY

PEPSODENT BUYS GODFREY ● Pepsodent Division of Lever Brothers, N. Y., slated to cosponsor (with Rinso) Arthur Godfrey morning telecast on CBS-TV, starting Jan. 7.

ADVENTISTS RENEW ● General Conference of Seventh Day Adventists, Washington, renews *Faith for Today*, Sundays, 12:30-1 p.m., on 11 ABC-TV stations, for 52 weeks effective Dec. 2. Agency: Western Adv., L. A.

NOT PEANUTS ● Planter's Nut & Chocolate Co., S. F. (Planter's peanuts), starts five weekly participations on *Lucky-U Ranch*, Mon.-Fri., 12:30-1 p.m., on ABC Pacific Network plus KPHO Phoenix, KCNA Tucson, for 26 weeks effective Nov. 19, Agency: Raymond R. Morgan Co., L. A.

DROPS TV ● Bonafide Mills Inc., N. Y., drops sponsorship of its *Versatile Varieties* on ABC-TV, effective Dec. 14, because client could not get enough markets on network to satisfy dealers and distributors, agency reported Friday. Gibraltar Adv., N. Y., expects to announce further TV plans in near future.

SANKA BUYS ABC ● General Foods Corp., New York (Sanka and Instant Sanka coffee), will sponsor a five-minute newscast each Friday over full ABC radio network from 9:55-10 p.m. EST, beginning Dec. 28. Agency: Young & Rubicam, same city.

WESTERN CAMPAIGN ● Nestle's Ever Ready Cocoa, N. Y., through Cecil and Presbrey, N. Y., conducting six-week spot announcement campaign placed near children's shows on stations in California.

AAAA EXECUTIVE CHANGES

WILLIAM B. LEWIS, president of Kenyon & Eckhardt, N. Y., elected to board of governors for AAAA New York Council. Mr. Lewis will complete unexpired term of Sam M. Ballard, of Gardner Adv., who resigned because of increased activities outside New York area.

Harold H. Webber, vice president of Foote, Cone & Belding, Chicago, elected to governing board of the Central Council to fill unexpired term of Rolland Taylor of same agency, who recently transferred to New York office.

NBC to Guarantee Advertising Attention

RADICAL NEW RADIO sales procedure—"guaranteed advertising attention plan"—to be unveiled by NBC today (Monday).

In what appears to be unprecedented step for any advertising medium, network will offer, on three programs, to guarantee total of 5,300,000 full advertising messages each week at cost of $2.75 per thousand. Plan calls for A. C. Nielsen Co. to audit series at end of 13-week cycle, with NBC rebating to advertiser on pro-rata basis if it fails to deliver as promised.

Offer to be made on 13-week full-network basis, it was understood, at $14,600 per week for time and talent, with advertiser to get one full-minute commercial and opening and closing billboards on each of following programs: *$64 Question* (10-10:30 p.m. Sundays); *Nightbeat* (10-10:30 p.m. Fridays), and *Hollywood Love Story* (11:30-12 noon Saturdays).

Plan slated to be disclosed in detail today by John K. Herbert, NBC vice president and director of radio sales.

for more AT DEADLINE turn page ➡

at deadline

LOSS OF POINT RATING NOT SERIOUS—RATNER

ADVERTISERS WHO become alarmed because their radio or TV audience ratings may fall off a point are deluding themselves, Joseph E. Ratner, editor-in-chief of *Better Homes and Gardens* (Meredith Publishing Co., WHEN (TV) Syracuse, WOW-AM-TV Omaha), told Sigma Delta Chi convention in Detroit last Friday. Ex-researcher and former college professor, Mr. Ratner urged editors, publishers, broadcasters and motion picture exhibitors to appraise surveys in proper perspectives.

"Some of us are going nuts in research in all media," he said in an address debunking surveys generally. He did not advise the elimination of research but warned that it's no panacea for publishing or broadcasting problems.

Report on freedom of information submitted to convention warned against suppression and distortion of information at federal, state and local levels.

These efforts were described as "an alarming portent of totalitarianism."

"The totalitarian state shapes the thinking of the people by propaganda and by allowing the public only such information as will mold favorable attitudes toward those in control. This very thinking is being attempted at various levels in the United States today."

Urging a crusade by working journalists everywhere, report said notion must be combatted "that the public can know too much. The American people can be trusted to think straight when they get the facts. We have the right to question the motives of those who say they don't trust reporters or newspapers. We must ask if they mean they do not trust the public."

Report was drafted by Norman Isaacs, former managing editor, St. Louis *Star-Times* (KXOK), Russell McGrath, managing editor, *Seattle Times*, co-chairman; V. M. Newton Jr., managing editor, *Tampa* (Fla.) *Tribune*, (WFLA); Charles Campbell, British Information Service, Washington; Lyle Wilson, manager, United Press bureau, Washington, and Fred W. Stein, editor, *Binghamton* (N. Y.) *Press*.

RADIO WRITERS ELECT

MILTON MERLIN was named national president and Ira Marion, eastern region vice president, in Radio Writers Guild elections. New national council members to serve until 1953 are Hector Chevigny, Sheldon Stark, Philo Higley, and Stanley Silverman with David Driscoll, Carl Jampel, Frances Rickett, and Howard Rodman elected as alternates. Staff writer Ernest Kinoy also was named to council, with Norman Ober as alternate. This is first time staff members have served. Elected to council of Authors League of America were Sheldon Stark, Erik Barnouw, Norman Ober, and Arnold Perl.

BLOOD MARATHON RESULTS

FINAL TOTALS of Red Cross-CBS-Radio Network blood pledge marathon may reach 300,000 mark—enough to fill national needs for one month, CBS radio spokesman announced Friday. Results were still being compiled, but initial returns showed pledges ran high. Examples: one-sixth of the citizens of Billings, Mont., responded, while 31 times usual number of donors signed in Madison, Wis.

In this Issue—

IBEW walk-out silences all St. Louis stations, save two, for full broadcasting day and forces new contract providing higher wages. *Page 23.*

A primer in political broadcasting, written for station management, describes the hazards to be encountered in putting politics on the air. *Page 25.*

NBC says it's making headway in getting affiliate acceptance of its new economic plan, as annual affiliate convention approaches. *Page 23.*

NBC President McConnell pledges the network to campaign of building radio. *Page 26.*

Paul Morency, chairman of Affiliates Committee, tells District 1 that stations that are inadequately staffed and too eager to make a quick dollar are harmful to the industry. *Page 30.*

BAB is beginning an ambitious series of projects to sell radio and keep it sold. *Page 30.*

Jim Bormann, WCCO news and public affairs director, is elected president of National Assn. of Radio News Directors at annual convention. *Page 27.*

Iowa radio listening is more than 20% bigger than it was in 1949, according to the latest Whan study. *Page 46.*

Three research service operators argue merits of their systems. *Page 27.*

Washington & Lee U. becomes administrator of duPont public service broadcasting awards. *Page 29.*

Here's how television advertising helped swell a sofa-bed manufacturer's sales from $400,000 to several million dollars a year. *Page 66-B.*

Fairytale Theatre, a WGAR show, is bringing hordes of youngsters (and their parents) to a Cleveland restaurant chain. *Page 28.*

RCA's $50 million investment in TV research is paying off. General Sarnoff says most of the corporation's earnings now come from television. *Page 67.*

Elmer Rice, quitting Playwrights Television Theatre, condemns red-baiting blacklists. *Page 72.*

UHF stations will cost as much to build and run as VHF stations do, according to a consensus of NARTB District 3. *Page 66-A.*

A letter from Harry Bannister gives his opinions as to why telecasters should adopt and abide by the new television code. *Page 78.*

Upcoming

Nov. 18-21: Public Relations Society of America, fourth annual conference, Edgewater Beach Hotel, Chicago.

Nov. 19: Southern California Advertising Agencies Assn., panel discussion, ABC Television Center, Los Angeles.

Nov. 22-24: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Nov. 24-25: National Assn. of Radio Farm Directors, annual convention, Conrad Hilton Hotel, Chicago.

(Other Upcoming, page 100)

Closed Circuit

(Continued from page 5)

N. Y., through Hirshon-Garfield, N. Y., [illegible] sidering sponsoring radio version five [illegible] weekly of its new television show, *The [illegible] tinental*, scheduled to start Jan. 1 (see [illegible] 61). Program is Masterson, Reddy & [illegible] package.

FIRST of U. S. Census Bureau's state-county radio-TV set counts, due next month, will cover Delaware. Two or three more states due in January when detailed reports will start flowing at rate of several per week.

ELECTRIC COMPANIES advertising program, through N. W. Ayer & Son, N. Y., considering sponsorship of television of its *Corliss Archer* show (currently heard on CBS Radio), among other properties. TV campaign is understood to be slated to start sometime in January.

EFFORTS to strengthen airwaves against infiltration by enemies of U. S. got started in first session of 82d Congress, should get steam up in second session. Pending legislation (S 2305 and HR 5801), introduced 48 hours before Congress adjourned *sine die*, would require persons registered as foreign agents to so identify themselves on air. Penalty for violators would be $10,000 or five years in jail or both.

BORDEN Co., N. Y., through Young & Rubicam, N. Y., actively interested in early daytime television show.

ABRY SUCCEEDS FRIENDLY

CHARLES R. (CHICK) ABRY, ABC television account executive since June, has been named eastern sales manager for network television, effective today (Monday), Alexander Stronach, vice president for television, announced Friday. Mr. Abry succeeds Edwin S. Friendly Jr., recently appointed national director of TV network sales [B•T, Oct. 29]. Prior to joining ABC, Mr. Abry was network sales account executive for DuMont network and had been, before that, publisher of *Young America* magazine.

HELICOPTER TESTS COVERAGE

HELICOPTER, bearing 1,000 pounds of special engineering equipment, scheduled to be used from 7-9 a.m. Sunday to test newly increased signal strength of ABC's WJZ-TV New York. Former measuring—from mobile units throughout the city—has become difficult in highly built-up area, network engineers explained. Plane was to fly 4,000-foot circle level with the Empire State building tower, where WJZ-TV antenna and transmitter have been located since Aug. 9.

BELL NAMED TO NARTB-TV

HOWARD H. BELL, WMAL-AM-FM-TV Washington sales promotion manager since 1948, joins NARTB's TV organization Dec. 1 as executive assistant to director, Thad Brown. The new post was authorized last September by TV board. Mr. Bell, aged 25, is 1948 journalism graduate of U. of Missouri. He entered radio at KFRU Columbia, Mo., while attending school. Before graduating he served two years in Navy. Bette Doolittle continues as member of NARTB's TV executive staff.

for more AT DEADLINE see page 102

THERE'S NOTHING BETTER THAN... FIRST PLACE!

Kowh

HOOPER RADIO AUDIENCE INDEX, OCTOBER, 1951

	KOWH	Sta. "A"	Sta. "B"	Sta. "C"	Sta. "D"	Sta. "E"
MORNING 8 A.M. - 12 Noon Mon. - Friday	22.8	15.8	30.8	17.5	8.1	0.3
AFTERNOON 12 Noon - 6 P.M. Mon. - Friday	37.0	29.4	10.8	12.0	8.3	2.3
SATURDAY 8 A.M. - 6 P.M.	27.6	22.6	17.3	16.5	8.8	2.6
TOTAL* 8 A.M. - 6 P.M. Mon. - Saturday	32.4	23.8	18.6	14.6	8.3	1.7

* Every rated hour shown above given equal weight

- KOWH has the *largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday!
- KOWH has the *largest share-of-audience,* in any individual time period, of any independent station in *all* America!*

And these top ratings aren't all! You want coverage — and KOWH gives you wide coverage on clear-channel 660 Kilocycles! You want low cost — and economical KOWH offers you the lowest cost-per-thousand-listeners of any in the market, at a rate **less than half** that of KOWH's two closest coverage-competitors!

It's "know-how" and teamwork that moved KOWH to the top, and the same team can be depended on to further the gains KOWH has made in the Omaha market area and in the nation! For "bonus" sales, use "bonus-value" KOWH ... get **way** more for **far** less!

Now Represented Nationally By

The Bolling Company

The New **KOWH** OMAHA

Nebraska's first Radio Station, founded in 1922.

"America's Most Listened-to Independent Station"

*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Mar.-Apr., 1951). 12 noon through 6 P.M.

1 will get 2 you with West Virginia's "personality package!"

In West Virginia, one order buys two powerful, sales producing stations at a combination rate that is about the same as you would pay for any single comparable station in either locality! This means twice the impact in a lush industrial market that spends $500,000,000 annually. Write for details about WKNA-WJLS today!

the personality stations

WKNA
WKNA-FM
CHARLESTON—950 KC
5000 W DAY • 1000 W NIGHT
ABC Radio Network Affiliate

WJLS
WJLS-FM
BECKLEY—560 KC
1000 W DAY • 500 W NIGHT
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 35¢.

WKY WINS 81

OUT OF A POSSIBLE 108 DAYTIME AND EVENING RATED PERIODS IN OKLAHOMA CITY

WKY WINS
41 out of 52
Daytime Rated Periods
Hooper Report
Dec. 1950 thru April, 1951

Summary of Daytime "WINS"

	WKY	STA. "B"	STA. "C"	STA. "D"
12:00- 6:00 PM				
Sunday	4*	4	0	3*
8:00- 1:00 PM				
Mon.-Fri.	17*	0	1*	1
1:00- 6:00 PM				
Mon.-Fri.	20	0	0	0
TOTAL	41	4	1	4

*Tie for one quarter-hour

WKY captures 41 of the total 52 Daytime Rated Periods (including Sunday)

Summary of Evening "WINS"

6:00-10:00 P.M.	WKY	STA. "B"	STA. "C"	STA. "D"
Sunday	3	0	4	1
Monday	1	0	6	1
Tuesday	8	0	0	0
Wednesday	8	0	0	0
Thursday	8	0	0	0
Friday	6	0	0	2
Saturday	6*	0*	1	0
TOTAL	40	0	11	4

WKY captures 40 of the total 56 Evening Rated Periods. This, plus 41 of the 52 Daytime Periods, gives WKY 81 out of a possible 108 "Wins."

WKY WINS
40 out of 56
Evening Rated Periods
Hooper Report
Dec. 1950 thru April, 1951

*Sta. "B" & WKY tie on one period

WKY

AM 930 KC — NBC

TV CHANNEL 4 (948 FT. TOWER)

OKLAHOMA CITY

Oklahoma's First Radio Station

Oklahoma's First Television Station

You May Have Helped This "Colonel of the Year" Award!

LATE every autumn, our Board of Directors meets to adjudge the past year's performance of every man in our organization — to decide who, if anybody, has earned the right to be called *The Colonel of the Year.* The resulting award, "for services over and above the call of duty", has come to be regarded as the highest honor any of us can achieve. . . .

Even though this or any other year's *Colonel of the Year* may be located thousands of miles from your city, you may easily have helped elect him. He may very well have won his award partly on the strength of some job he did for *you,* even though you two may have never met, never discussed your problems face-to-face, nor given or received any personal recognition for a job well done.... Because all of us Colonels, in all seven of our offices, are mutually dependent on each other, and work as a team on any problem that requires any sort of cooperative effort.

Thus, to you as well as to us, our Colonel of the Year citation is a significant incident. It is not given as a substitute for *spendable* rewards, but we believe that it is as important to our Colonels as are the Profit-Share Plan and the cash bonuses that also provide very tangible measures of our efforts and achievements, here in this pioneer group of station representatives.

FREE & PETERS,

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH

d Confer

EAST, SOUTHEAST	
Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL
. . . . .	
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Norfolk	WGH
Raleigh-Durham	WPTF
Roanoke	WDBJ
MIDWEST, SOUTHWEST	
Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD
. . . . .	
Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA
MOUNTAIN AND WEST	
Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

INC.

HOLLYWOOD SAN FRANCISCO

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives

JOHN BLAIR & CO.

agency

V. DANIEL SMITH elected president and director Phil Gordon Agency, Chicago. PHILIP W. ABRAMS elected executive vice president and director. RUTH SAEKS POLLACK elected secretary and director. MARGOT E. TORGERSON elected treasurer and director. Mrs. PHIL GORDON elected director.

DAVID C. GUERRANT, account executive John W. Shaw Adv. Inc., Chicago, elected vice president.

MARK FINLEY appointed director of newly formed public relations department D'Arcy Adv. Co., Cleveland. Mr. Finley was public relations director of Mutual-Don Lee Network in Hollywood.

JOHN G. RUSSELL and E. T. SAUNDERS, account executives J. J. Gibbons Ltd., elected vice-presidents and directors.

on all accounts

IN HIS four years with Foote, Cone & Belding, New York, Thomas Michael McDonnell, director of radio and television production, has personally supervised the expenditure of more than 16 million dollars for time and talent.

He is also the man responsible for the Rheingold Brewing Co.'s acquisition of the services of Les Paul and Mary Ford for the new and highly praised Rheingold commercials. As a matter of fact, Mr. McDonnell, together with Majorie Greenbaum, agency vice president and copy supervisor, is the author of many of those parody commercials.

Born in Chicago, Mr. McDonnell, after graduating from high school there, was awarded a scholarship at the Chicago School of Expression and Dramatic Arts. Subsequently he tutored at that school and, in 1933, went on to receive the Chicago Drama League award as best stage actor in the World's Fair competition of that year.

For the next four years he worked in radio as a juvenile, appearing on practically all of the daytime series emanating from the midwest city. In 1938 he went to New York to perform on the Kate Smith show and the *Aldrich Family*.

While in New York he was offered and accepted a position as writer for the Dave Elman *Hobby Lobby* show. One year later he joined Young & Rubicam as a writer, researcher and assistant director. One of the many shows he serviced was *We The People*.

In 1941 he joined the Army and when the staff for *This Is the Army* was organized, Tom McDonnell and Ezra Stone were the first two members. Mr. McDonnell later helped write the adaptation of the production for radio on the Kate Smith show and the Fleischman's Yeast program.

When he returned to civilian life in November 1944, he joined ABC as special assistant to the vice president in charge of programs. One year later he returned to Dave Elman as producer and director of his *Hobby Lobby* and *Auction Show*. Along about this time he also owned his own program, *Gasoline Alley*, based on the comic strip of the same name and sponsored by Auto-Lite.

Mr. McDONNELL

In September 1947 he joined Foote, Cone & Belding in charge of radio for the Toni account in New York. One year later he was named director of radio and last August was appointed to his present post as radio and TV production head. Among the accounts he handles are Rheingold, Calumet, La France, Satina, Postum, Krinkles, Toni, Prom and De Laney Frozen Foods.

The McDonnells live in an apartment in New York City. She is the former Chris Klein, a well-known radio and television actress. They have one daughter, Penny, 6½ years old.

beat

G. HOWARD BAGLEY, WLW Cincinnati, to Betteridge & Co., Detroit, as account executive.

ELAINE H. SAMUELS, C. J. Herrick Assoc., N. Y., named director of radio and TV.

ANNABELLE ANDERSON, timebuyer William H. Weintraub & Co., N. Y., was to be married to WEBSTER HILL WILSON, executive engineer, Hazeltine Electronics Corp., Nov. 16.

RUSSELL YOUNG, account executive Russel M. Seeds Agency, Chicago, named vice president.

J. WILLIAM SHEETS Adv., Seattle, Wash., moves to new offices at 2013 Fourth Ave. Telephone is Eliot 6211.

EDWARD J. PHILLIPS named account executive Willard G. Gregory & Co., L. A. He was with Ross Roy Inc., Detroit.

SANDY CUMMINGS to William Morris Agency, Beverly Hills, in radio-TV department, as account executive.

L. BUCK MEDWED, Marvin Gordon & Assoc., Chicago, to Silverman Adv. Agency, Chicago, as account executive.

BILL HOLMES, writer-announcer KCRA Sacramento, to Atherton Adv., L. A., as copy and media director.

NORMAN ZANDER FRIED, account executive Hal Niemann Assoc., Denver, named advertising manager Cup Brew Coffee Co., Denver.

ERWIN H. KLAUS, marketing director Buchanan & Co., S. F., named director in charge of sales planning, advertising and merchandising for Northrup King Co., Berkeley, Calif.

DAVIS-DANIELS Adv., Detroit, announces opening of new office at 139 Cadillac Square.

DICK SKUSE, Chris Lykke & Assoc., S. F., opens advertising agency at 167 O'Farrell street. Telephone number is DOuglas 2-6046.

READ WIGHT, director of radio and TV J. M. Mathes Inc., N. Y., named campaign chairman for annual fund-raising drive of Veterans Hospital Radio Guild, which will seek $25,000 to continue its work.

PREMIERE performance on NBC-TV of *Fair Meadows USA*, new half-hour weekly program sponsored by Johns-Manville, brought together network, agency and company executives, for party at Hampshire House in New York. All smiles after program's debut Nov. 4 are (left to right): H. M. Shackelford, vice president in charge of sales promotion and advertising, Johns-Manville; Adrian Fisher, J-M president; Leslie Cassidy, J-M board chairman; Niles Trammell, NBC chairman of the board; Stanley Resor, president of J. Walter Thompson Co., which handles account. Occasion also marked Johns-Manville's first venture into television. Program is seen on NBC-TV Sunday 3-3:30 p.m. (EST).

Joe sells farmers because he speaks their language!

Got something to sell farmers in the big Western New York market? Then Joe Wesp is your man. He's an old hand at farming and broadcasting. And his new farm program via WBEN has a ready-made audience of *personal* friends which Joe made himself. The farm-born Wesp has made four memorable tours with buggy, stagecoach and helicopter through the farm country of Western New York for The Buffalo Evening News, broadcasting over WBEN as he rode. (That's Joe on this side of the fence.) Incidentally, Joe's Ironic Reporter history — more than 16 continuous years of daily broadcasting for one sponsor — set something of a record in Buffalo.

Joe found out on his tours just what the farmers want . . . and he's giving it to them: News, livestock, fruit, produce and vegetable prices, music, and lively interviews. Mondays thru Saturdays from 5:30 to 6 A. M. It's a friendly marketplace to sell your product or service.

Ask Petry about availabilities on WBEN's Daily Farm Program 5:30 to 6:00 A. M.

WBEN

NBC in Buffalo

You Can Cover the Rich Central New York Market

with One Radio Station

BMB Nighttime Audience Families

WSYR — 214,960

Station A — 164,720

Station B — 148,340

Station C — 76,920

Station D — 68,970

WSYR SYRACUSE

570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

open mike

Nosegays

EDITOR:

Thanks a million for . . . congratulating me on my election to the ANA chairmanship. . . . I have a very high regard for BROADCASTING • TELECASTING. . . .

Wesley I. Nunn
Manager, Adv. Dept.
Standard Oil Co. of Indiana
Chicago

* * *

EDITOR:

. . . I enjoy reading your magazine, and I must admit I have no sensible suggestions for improvements in your coverage and penetration.

Peter Folger
J. A. Folger & Co.
San Francisco

* * *

EDITOR:

I would like to take this opportunity to tell you how much I enjoy reading through your publication each issue. It is full of interesting information that is so necessary to us in this business. . . .

Robert E. Bradham
Robert E. Bradham Adv.
Charleston, S. C.

* * *

Sales Tip

EDITOR:

. . . We believe this article ["There's Money in Public Relations," B•T, Nov. 5] called to the attention of the proper advertising executives in our local industrial plants can do a good selling job for radio. . . .

Tim Elliot
Pres.-Operations Mgr.
WCUE Akron

* * *

We Concede

EDITOR:

Your coverage of the Philadelphia election gave WIBG the following line, "WIBG's staffers, also, turned in first rate performances." You should live so long!

We *scooped* the town on Republican City Chairman, William Morrow's concession when Tom Donahue, our announcer at Republican Headquarters, beat everybody by shoving a mike to Mr. Morrow's face and asking him to talk. Other stations followed and it was 10 minutes later before the Republican nominee made his concession speech.

Rupe Werling
Production Mgr.
WIBG Philadelphia

Fifth Wheel

EDITOR:

I am quite disturbed when I pi up my copy of BROADCASTING TELECASTING and notice referen to the four major networks. I a of the opinion that the Liber Broadcasting System, with 432 r dio stations, certainly deserves re ognition as a major network, a feel your stories in this connecti should be changed to the five ma networks . . .

Thad M. Sandstrom
General Manager
KSEK Pittsburg, Kan.

EDITOR:

We wish to protest in the mo emphatic terms your continui practice of not including LBS as major network . . .

Seymour D. Lubin
President
WVOS Liberty, N. Y.

EDITOR:

As an affiliate of the Liber Broadcasting System, KAS should like very much to see Li erty listed among the major ne works . . .

Urban J. Keppers
Manager
KASM Albany, Minn.

EDITOR:

This is to ask your considerati in including Liberty Broadcasti System in any mention of the fi major networks instead of omittin Liberty and talking about fou major networks. . .

Herbert H. Lee
General Manager
KDHL Faribault, Minn.

[EDITOR'S NOTE: Uncle.]

* * *

How to Make Rates

EDITOR:

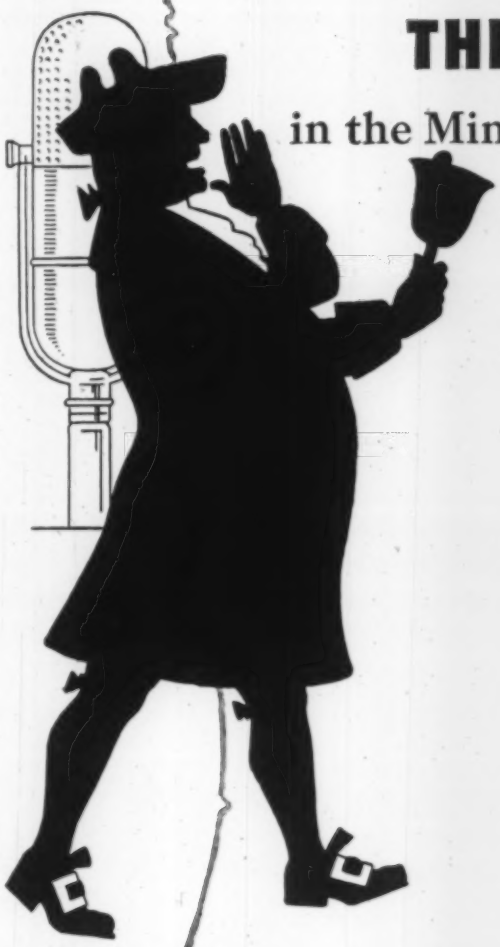
I have just got done reading (i your Nov. 5 issue) the story abou NBC's new rate formula.

Although WABI is not an NB station, we're very much interest in the NBC formula because seems to us to be the first thoug ful approach to the problem setting base rates for networ affiliates. We're hopeful tha NBC's action will start a tren toward more scientific rate-makin

On the other hand, we found disturbing that NBC's formula based upon radio homes and reta sales with no consideration bein given to each station's ability t exploit those factors in its ow area.

Assume two NBC affiliates, eac

(Continued on page 20)



When folks hear

THE TOWN CRIER

in the Minneapolis-St. Paul Market

they **BELIEVE** and **BUY***

BEHIND the shuttered windows of early American homes, men and women paused when the Town Crier's bell rang out. They listened while he called out news of events and things to buy.

They knew his bell, his voice; and so the friendship of a voice with many people was formed. To make and keep friends, the Town Crier had to tell the truth; be a friend; be of service.

Our objective here at WTCN is to be Town Criers in the finest sense. That's why our prime purpose is to be *people* who make friends—who serve our community.

Products—like people—are best introduced through a friend who is known in the way the old Town Crier was known.

*Proof of this belief in our folks by the people out here is ready for you in return for a letter or phone call. It's the human side of selling—about real people who cry real products which real people buy.

WTCN *Town Crier of the Northwest*

RADIO ABC—1280 **TELEVISION** ABC—CBS—DUMONT—CHANNEL 4

Free and Peters, National Representatives

JUST IN TIME!

The four-month retroactive pay given to Federal employees will produce an additional $33 million in revenue in the Washington market just in time for the Christmas shopping season.

and ALL YEAR ROUND!

The new Federal pay raise means an increase of $100 million a year in purchasing power in the Washington area. About 275,000 workers in the District area benefit under the raises . . . counting at least three members to a family, this means that about 800,000 persons are affected by the new pay increase.

So, whether it's Christmas business or all-year-round business that you're seeking in the Washington market, put your sales message on WRC — where listeners are loyal, rates are reasonable, and results REALISTIC.

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by **NBC SPOT SALES**

feature of the week

THIS IS no story from Ripley, but there's a "Believe It Or Not" in Milwaukee.

You can believe it, radio built a little known beer-wine retail store into the largest single retail outlet of its kind in the entire state of Wisconsin.

The store was called Parkway Tavern when it opened for business in 1933. It was small and located in a secondary shopping district of the city. Like most other retailers in the beer-wine field, Parkway used occasional newspaper advertising and a few stabs at radio.

The store was growing, largely because of low prices and volume sales.

However, in 1947, Parkway started a more liberal advertising campaign using a transcribed theme developed by WMIL Milwaukee that was based on the "Believe it or not" expression.

From then on, as Parkway boosted its radio advertising schedule, the store's business ingredients stopped looking like a tossed salad and began to resemble a full-course sales menu.

Dropping its incidental radio advertising, Parkway stuck to WMIL and its "believe it or not" theme. It eliminated newspaper ads except for the holidays. It picked up the tried-and-true radio trademark of saturation scheduling by placing 12 one-minute announcements daily, seven days per week.

In a period of two years, the beer and wine retailer jumped to the largest in the state—taking the entire output of small up-state breweries to handle demand; drew people from all over the state—it handles only "over-the-counter" sales and doesn't deliver; changed its name to correspond with the theme—and became known as "The Believe It Or Not Tavern" throughout eastern Wisconsin.

Christmas Day 1950, Harry Davidson, proprietor of Believe It or Not, forgot his newspaper ads for holidays and remembered the power of radio. Adding his newspaper budget to radio, Mr. Davidson stepped up his radio to 17 announcements per day.

"That taught me what I should have known before," Mr. Davidson says. "In a season when beer and liquor sales were generally off, my

(Continued on page 92)

strictly business

BUDD GORE

WITHOUT any question, radio and television can pull, Budd Gore, advertising manager of Marshall Field & Co., Chicago, believes.

He qualifies this, however, by saying local radio is difficult for the Chicago retailer because of the large number of stations competing for business and because good air time is usually pre-empted by national advertisers.

"There's no question of television's strength, but the cost problem makes it prohibitive to many retailers." Mr. Gore says. He believes newspapers give the local and national advertisers "an even break" on position, whereas the broadcast media "have bowed to the national advertiser."

"The country's finest department store," Marshall Field & Co. was a pioneer in Chicago television sponsorship, putting Don McNeill in the medium for the first time with the *Supper Club* in 1943. Its own package, *The Adventures of Uncle Mistletoe*, is entering its fourth year and in January the company will observe its centennial with an institutional half-hour program each week.

Field's has used *Masterpieces in Music* on WNMP in suburban Evanston for three years to advertise its outlying stores.

Budd Gore, whose first name is also a family name, has headed a creative staff of 65 persons since becoming advertising manager in 1948.

His first job at Field's was in

(Continued on page 90)

St. Louis' Pied Piper!

. . . that's super salesman

Tom Dailey of **"RECALLIT AND WIN"**

Like the pied piper of legend, Tom Dailey's music gathers listeners—plenty of them every day at 11 a. m.—from St. Louis, out-state Missouri and Illinois.

Those housewives love to hear Tom play the songs of yester-year . . . the music that brings back a host of pleasant and treasured memories. Call them sentimental!

But rain or shine, six days a week, the studio's packed. And the air audience is packed, too.

It's such a following that adds to Tom's sales . . . with more sales!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The **KATZ AGENCY**

HOOPER PROVES

THAT YOU'RE RIGHT WHEN YOU BUY

KRNT *TO SELL*

IOWA'S RICHEST MARKET

KRNT
DES MOINES

LEADS

- MORNING
- AFTERNOON
- EVENING

—AND HAS LED FOR MONTHS AND MONTHS!

BUY THAT

KNOW-HOW GO-NOW

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

SOURCE: Any C. E. Hooper Audience Index for months and months

REPRESENTED BY THE KATZ AGENCY

To a time buyer who missed these items in the papers

It's just possible that you didn't see this in the Prairie du Chien papers. So we quote: "John Pettra, owner of the Zoo, has been using radio advertising this summer and fall to let people know that he has an outstanding attraction right in their own backyard. It has paid off in big dividends. If you are doubtful, drive down that way any Sunday afternoon and see for yourself the number of people who came here to see the Zoo. Mr. Pettra gives a large share of the credit for his influx of visitors to Station WMT of Cedar Rapids."

Prairie du Chien is in Wisconsin, 98 miles northeast of us. The Zoo's three floating spots a week cost about as much as elephant feed, namely peanuts.

While we're on the subject of news items, did you see the UP release which related how some folks out this way worked themselves into a tizzie about certain belly dancers at the State Fair? There was talk which questioned whether or not that particular sort of muscle control offered the right kind of evidence of Iowa's greatness. One of the Fair young ladies said she had no apologies to make, and several fair-goers allowed as how they agreed with her. Far as we're concerned, we'd cut off our legacy before getting mixed up in such controversies. Whatever figures you look at, Iowa is richly endowed, and WMT caresses Iowa ears like corn-on-the-cob. *Statistic:* Iowa cash income from corn (1950), $203,267,000. What wasn't converted into cash went into hogs which were worth $781,498,000.

What went into people isn't known, since exact corn-on-the-cob figures are not available. But for data on what can go into, and come out of, WMT, please see the Katz Agency rep.

WMT CEDAR RAPIDS

5000 WATTS, 600 KC

DAY AND NIGHT

BASIC CBS RADIO NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

new business

Spot • • •

DIANOL SALES Co., Sunbury, Pa. (industrial insecticides), planning radio campaign in industrial markets in east. Major portion of advertising funds to be placed on radio as campaign progresses. Charles R. Petrie, general manager WISL Shamokin, Pa., acting as advisor to firm on general advertising policy.

ROBERT HALL CLOTHES, N. Y., preparing a radio and TV schedule in the Boston area starting Dec. 3 to promote the opening of three "super sales rooms." With the Boston salesrooms, Robert Hall will have 110 retail outlets coast-to-coast. Agency: Frank B. Sawdon Inc., N. Y.

TIME Inc., N. Y., to sponsor 100 spot announcements promoting *Life* magazine on Intercollegiate Broadcasting System. Seventy stations located at key colleges and universities will carry spots.

Network • • •

JOHNSON & JOHNSON, New Brunswick, N. J. (surgical dressings and baby products), will sponsor full hour, coast-to-coast TV show now being prepared by Walt Disney in Hollywood. It will be telecast Christmas afternoon. Sponsorship is institutional in character and there will be no product commercials during the hour show. Time and network have not been set. Agency: Young & Rubicam, N. Y.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn., Omaha, renews *On The Line with Bob Considine*, NBC Radio, Sat., 4:45-5 p.m. CST effective Jan. 19 for 52 weeks. Company will also renew the newscaster for 39 weeks on NBC-TV network from 4:45-5 p.m. CST Sat. on the full interconnected network from Jan. 19. Agency: Bozell & Jacobs, Omaha.

MARS Inc., Chicago to renew two quarter-hour segments of *Howdy Doody* on NBC-TV 4:45-5 p.m. CST Mon. and 4:30-4:45 p.m. Wed., for 13 weeks from Dec. 3. Agency: Leo Burnett, Chicago.

BENDIX HOME APPLIANCES, Div. of Avco Mfg. Corp., South Bend, Ind., and C. A. SWANSON & SONS, Omaha, Neb. (canned and frozen poultry and margarine products), will be alternate sponsors for *The Name's The Same*, new panel show, when it starts over ABC-TV Wed., Dec. 5, 7:30-8 p.m. EST. Agency for both sponsors: Tatham-Laird Inc., Chicago.

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), and BRUNSWICK-BALKE-COOLENDER Co., same city (billard, bowling equipment), for the third year will sponsor finals of 11th annual all-star bowling tournament on 51 NBC-TV stations Sun., Dec. 16 from 10 to 10:30 p.m. CST. Telecasts of preliminaries will be sponsored on WGN-TV Chicago Dec. 12, 13 and 15. Respective agencies: Warwick & Legler, N. Y., and Al Paul Lefton, Chicago.

Agency Appointments • • •

S. AUGSTEIN & Co., N. Y. (Sacony suits, dresses, sportwear & children's wear), appoints Hewitt, Ogilvy, Benson & Mather, N. Y.

NATURE GIRL UNDIES Inc., N. Y., (manufacturers of Nature Girl prepackaged nylon panties), names Wexton Co., N. Y., as its advertising agency.

MUTUAL INSURANCE Assn., group of 20 California Mutual insurance companies, appoints West-Marquis Inc., S. F. Radio will be used.

TRANS-OCEAN AIRLINES, Oakland, Calif., appoints Robert L. Pickering Agency, S. F.

ACOUSTICON Div. of DICTOGRAPH PRODUCTS Inc., manufacturer of hearing aids, appoints Buchanan & Co. RUTH BROWN WARD of San Francisco office and JAMES YATES of New York office are co-account supervisors.

CONSOLIDATED COSMETICS, Chicago, (Spic Deoderant and Lanolin plus cosmetics), names Tim Morrow Adv., same city. TV is used. Mr. Morrow is account executive.

Greater Youngstown

(535,300 PEOPLE)

Welcomes NBC Programs

ON DECEMBER 1, 1951, WFMJ WILL
DELIVER NBC PROGRAMS,
FROM WITHIN, TO AMERICA'S...

33RD AREA IN POPULATION

34TH MARKET IN "E. B. I."

39TH MARKET IN RETAIL SALES...

To OHIO'S 3rd Largest Trade Area

(Data from SALES MANAGEMENT)

Sincerest congratulations to NBC

upon 25 years' service to the American people. NBC's great programming, its numberless radio firsts have made America's days and evenings more pleasant for a quarter century. May the familiar chimes continue to sound the note of leadership for the *next* 25 years!

5,000 WATTS **WFMJ** 50,000 – FM

YOUNGSTOWN, OHIO

Open Mike

(Continued from page 14)

serving the same number of radio homes and the same volume of retail sales and each influenced by television to the same extent. However, one station develops ratings in its area which are twice as great as the other station garners. Under these circumstances, it seems plain to me that the first station is twice as valuable to the network and to the network's clients as is the second station.

And these variations in penetration may well be more important than the variations in retail sales index for example.

Not only does the omission of this penetration factor do an injustice to those affiliates which are unusually aggressive and unusually successful; it also does an injustice to the network itself because it deprives the affiliates of any incentive to gain strength in their own markets.

If I were running a network, I would want every one of my affiliates to be the top station in its market. With every one of my affiliates in a position of leadership, obviously my network would be in a position of leadership.

And one of the best ways I can think of to induce affiliates to drive towards dominance in their respective areas is to make some provision in the rate formula whereby those stations which make an effort toward leadership receive proportionate compensation after they have achieved it. . .

Murray Carpenter
General Manager
WABI Bangor, Me.

* * *

Mismatched Jewelry

EDITOR:

In the interest of accuracy, I would like to call your attention to an error in . . . a story which appeared in BROADCASTING • TELECASTING for Oct. 22.

There is not and never has been any connection, corporate or otherwise, between our firm, Elgin National Watch Co. and the Illinois Watch Case Co., also of this city, a division of which is known as "Elgin-American" and which manufactures compacts.

The confusion undoubtedly arises from the fact that both firms are in the jewelry business and both use the word "Elgin" in their trade names. . .

Joseph W. LaBine
Director of Public Relations
Elgin National Watch Co.
Elgin, Ill.

* * *

'Voice' Lowered

EDITOR:

I would like to correct some inaccuracies in the article "Voice Funds" which was printed in your issue of Oct. 22.

In the first paragraph you say, "President Truman is slated to sign legislation assuring the State Department of $63 million for overseas information activities, with over $25 million of that sum earmarked for radio broadcasting." Our appropriation amounted to $85 million of which $19,178,000 is set aside for radio broadcasting.

This appropriation represented a House and final Senate compromise between the $115 million requested by President Truman and $54 million recommended by the Senate Appropriations Committee . . .

Edward W. Barrett
Assistant Secy. of State
Washington

[EDITOR'S NOTE: Mr. Barrett must have missed a story in the Oct. 29 BROADCASTING • TELECASTING explaining that the total appropriation was boosted to $85 million. But thanks to State's overseas information chief for setting the record straight on the amount that radio activities will get in the new budget.]

* * *

The Journey of WHDL

EDITOR:

So it took a couple of months to get WIRO Ironton, Ohio, on the air? And only five weeks to get rolling at Marion [OPEN MIKE, Nov. 5]? . . . Did I ever tell you of the time we dismantled WHDL Tupper Lake, N. Y., antenna towers, haywire, kilocycles and all, and moved the station 350 miles across the state to Olean, where we had it back on the air in exactly 10 days elapsed time?

It was in the fall of 1934, admittedly before the days of mandatory vertical radiators, but we had two reasonably tall four-legged wooden masts, painted black and yellow in those days, to take down from the Altamont Hotel roof in Tupper and reassemble atop the Exchange Bank in Olean.

The transmitter was an ancient 100 w composite job, so thoroughly gooked up that we took it apart, piece by piece, and rebuilt it according to modern design, all in those 10 days. . .

David W. Jefferies
General Manager
WNLK Norwalk, Conn.

Historic Scripts

OVER 450 bound copies of historical radio scripts have been contributed by WLW Cincinnati script-writers to midwest libraries and historical societies during a four-month period. Scripts deal with prominent national figures and founding of towns in the WLW listening area. Project is part of a formula conceived years ago by James D. Shouse, board chairman, and R. E. Dunville, president, Crosley Broadcasting Corp. Plan was initiated by Gil Kingsbury, administrative assistant to Mr. Dunville.

86 out of 89

WTAG

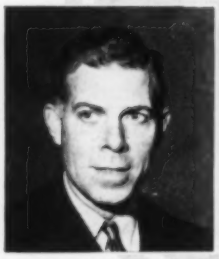
News Programs Are Sponsored

Only three of WTAG's 89 news broadcasts, weather broadcasts, and news analyses, anytime during a week, are now available for spot sale. This pre-eminence is nothing new. WTAG's leadership in news goes back 25 years, supported by the most complete news coverage.

WTAG maintains four full-time newsmen, one each for morning, afternoon and evening programs plus a news analyst. They draw on the services of 200 Worcester Telegram and Gazette correspondents in every part of Central New England, and 150 world-wide Associated Press Bureaus, who feed their stories directly to WTAG's News Room.

BILL PORTER

CHRIS CONDON



JIM LITTLE

CLYDE HESS

See Raymer for the 3 programs now open:

7:00 to 7:10 A. M. Sat. News
8:00 to 8:15 A. M. Sat. News
7:55 to 8.00 A. M. Sun. Weather News

WTAG WORCESTER
WTAG-TV
BASIC CBS • 580 KC

See Raymer for all details.

...from your nearest RCA Sales Representative

This 64-page book is prepared specifically for TV station management, chief engineers, architects, consultants, and attorneys connected with station designing, planning, building, and operating. In a single reference it contains concise descriptions of RCA's entire line of TV transmitter and antenna equipment—including transmitter plans and layouts, general application data, and cost charts.

For your copy, get in touch with the RCA Broadcast Sales Representative nearest you:

New York 20, N. Y.
36 W. 49th Street
Telephone: Circle 6-4030

Dallas 1, Texas
1907-11 McKinney Ave.
Telephone: R-1371, 1372, 1373

Cleveland 15, Ohio
718 Keith Building
Telephone: Cherry 1-3450

Atlanta 3, Ga.
522-533 Forsyth Bldg.
Forsyth and Luckie Streets, N. W.
Telephone: Walnut 5946

Kansas City 8, Mo.
221 W. 18th Street
Telephone: Victor 6410

Hollywood 28, Calif.
1560 North Vine Street
Telephone: Hollywood 9-2154

San Francisco 3, Calif.
1355 Market Street
Telephone: Hemlock 1-8300

Chicago 11, Ill.
666 North Lake Shore Drive
Telephone: Delaware 7-0700

Washington 6, D. C.
1625 K Street, N. W.
Telephone: District 1260

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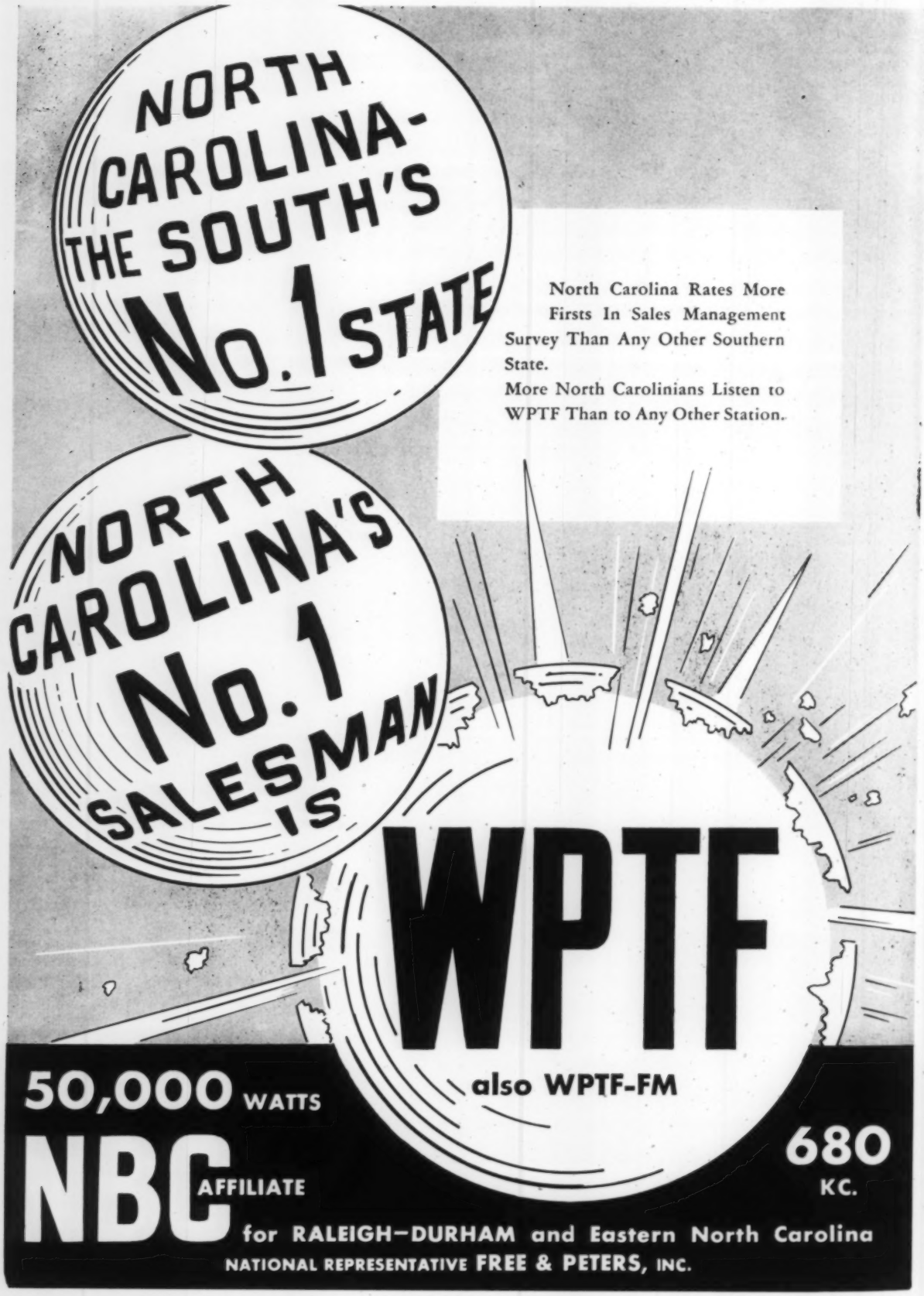
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.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NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING

VOL. 41, No. 21 NOVEMBER 19, 1951

ST. LOUIS STRIKE

IBEW Local Silences Stations

SEVEN St. Louis AM stations and one TV station are operating under new IBEW terms, adopted after the union had staged a one-day strike to force concessions in a new one-year contract [B•T, Oct. 29].

The technicians' strike started early Thursday after negotiations had broken down during the night. By Friday morning all stations were back on the air.

Terms of the new agreement include:

- Wage increase of $5.92 per week, bringing scale up to $117.92.
- Liberal sick-leave benefits.
- Advance work scheduling.
- Contract limited to one year.

Management-union negotiations came to an end about midnight Thursday when the station demand for a wage differential for new employes at small stations was dropped.

KSD and KSD-TV withdrew from the joint management negotiating committee Thursday morning when the *Post-Dispatch* building, housing the newspaper as well as its AM and TV stations, was picketed. The AM station returned to the air after losing less than three hours air time.

Whereas the other affected stations signed a new contract Thursday night, KSD and KSD-TV are operating under a verbal arrangement with IBEW Local 1217, it was stated, subject to final negotiation of contracts within 14 days of the strike.

The management committee was concerned over the final form the KSD-TV contract might assume. Some committee members felt that a television contract containing general language which could force "segmentized" work, or "featherbedding" as they preferred to call it, might set a local precedent that would affect all future TV stations in the city, large or small.

Six stations were off the air all day Thursday. They were KSTL, KWK, KXLW, KXOK, WEW WIL and WTMV along with KXOK-FM and WTMX-FM. KMOX, CBS Owned, was not involved since it operates under a national CBS contract and KFUO was not affected since it is a nonprofit station owned by Concordia (Lutheran) Seminary.

While the union had yielded somewhat on a series of demands unprecedented in any type of union contract negotiation, many concessions were made by stations.

The management negotiating committee comprised all station managers affected, up to the time KSD withdrew, with S. E. Sloan, KXLW, as chairman.

Picket lines appeared early Thursday at all affected stations, including three stations located in hotels. The line quickly broke up at KSD when the *Post Dispatch* stations withdrew from the solid management front.

Leading the IBEW negotiators were Denis Volas, president of Local 1217; Frank W. Jacobs, district vice president, and Al Hardy, from international headquarters. A federal conciliator, Arthur Hale, sat in on discussions.

As negotiations continued Thursday night the parties were close to agreement on a number of points, including a weekly wage of $117.92, the maximum permitted under Wage Stabilization Board regulations. The union obtained a $2 weekly raise last June and another $5 a year ago, bringing pay to $112 at the time of the strike. This meant any increase in pay would be limited to $5.92 a week.

Small stations lost their $100 wage scale for new employes, contending the union refuses to increase the number of card men. When more TV stations are built, it was contended, card men will move into TV and then the aural stations will have to hire inexperienced men and train them for a considerable period.

The meal period provided a hot arguing point during negotiations. In a majority of cases the St. Louis technicians have not taken a lunch hour, eating on the job so they could get home an hour earlier, it was stated. Last week, however, the union asked a mandatory meal period with pay but this demand was dropped with details up to individual stations and employes.

The arbitration clause was another tough one. Stations now use the IBEW's own arbitration plan according to negotiators, but IBEW asked that one arbiter be set up with power to settle grievances. Stations pointed to practical difficulties of this plan and proposed grievances be referred to the American Arbitration Assn. but in the

(Continued on page 99)

NBC RATE PLAN

Adoption Confidently Viewed

NBC officials, completing agenda plans for their annual affiliates convention Nov. 28-Dec. 1 at Boca Raton, Fla., appeared confident last week—on the basis of talks thus far with individual affiliates—that their far-reaching new economic plan for radio will win acceptance without undue opposition.

The plan's details had been discussed with a total of 40 affiliates as of last week, a spokesman said. He reported that although it had not met with "unanimous" agreement there nevertheless had been "practically complete acceptance" by all affiliates broached thus far and that NBC officials were "well pleased." They expect to have discussed the plan with at least 50 affiliates by convention time and will resume the station-by-station conferences and negotiations after the Boca Raton sessions.

The All-Radio Affiliates Committee's denunciation of the NBC blueprint [B•T, Nov. 12] was given recognition in a network spokesman's report that one of the committee's principal objections was based on erroneous information, and that other committee complaints reflect an unawareness of the full scope of the plan and the problems involved or indicate an unrealistic approach to industry issues.

The NBC official denied flatly that the network's plan would permit—as members of the Affiliates Committee had charged—up to an ultimate maximum of 70% reduction in an affiliate's radio network rate to compensate for TV competition.

"No affiliate will ever be asked to take a 70% cut because of television," he said. The maximum reduction proposed in any case at the outset is 20%, he declared. At the same time he rejected Affiliates Committee members' contention that the network plan provides for re-evaluation of TV's effects at six-month intervals. No hard-and-fast schedule for re-evaluation has been established, he asserted.

Plan Made Public

Broad features of the NBC plan have been made known both in public announcements and in an elaborate brochure distributed to affiliated stations [B•T, Nov. 5, Oct. 8]. But the new rate formula's effect on the rates of specific stations will continue to be a matter of private negotiation between the network and each affiliate. Some stations' rates go up under the formula while some go down, but network-wide the adjustments average out to approximately the old full-network rate for advertisers, it was pointed out.

Network officials seemed certain that the Boca Raton convention, although sure to turn up important problems for affiliate-network discussion, nevertheless would not develop into a hassle. They were confident, they said, that the NBC blueprint would appeal to the affiliates from the standpoint of realism, fairness, and ultimate advantage to radio generally.

The convention agenda was lining up something like this:

Wednesday morning, Nov. 28 (opening day)—Keynote address by NBC President Joseph H. McConnell, followed by Niles Trammell, network board chairman, and Jack Harris of KPRC Houston, chairman of the NBC Stations Planning and Advisory Committee.

Wednesday afternoon — Radio session: NBC Executive Vice President Charles R. Denny will lead off with a resume of the basic economic plan. Charles Barry, vice president in charge of radio network programs, will report on programming plans and John K. Herbert, vice president and director of radio sales, and others will discuss radio selling.

Thursday morning — Television session: Sylvester L. (Pat) Weaver Jr., vice president for television, will discuss programming, followed by Edward D. Madden, vice president in charge of TV network operations and sales, and others in discussions of this phase of network activities, and Frederic W. Wile

(Continued on page 101)

JOHNSON WAX

Buys Four MBS News Shows

FOUR daily news shows to be broadcast on 539 MBS stations for Johnson Wax Co. of Racine, Wis. [B•T, Nov. 12], was described last week by Adolf N. Hult, Mutual vice president in charge of sales, as the largest schedule of newscasts ever sponsored by a single radio advertiser.

Series is scheduled to start Dec. 31 in four different editions, emanating from Chicago, Washington, Los Angeles and New York.

First of the Monday-through-Friday broadcasts will be *Headline News* from 11:25-11:30 a.m. EST with Les Nichols from Chicago. The second will be a ten-minute *Capital Commentary* by H. R. Baukhage from Washington, starting at 12:15 p.m. EST. Third edition will originate in Los Angeles from 2:25-2:30 p.m. EST with Sam Hayes as reporter, and the final newscast will feature Cecil Brown in New York, from 5:55-6 p.m. local time. On Saturdays all reports will be for five-minutes duration with Mr. Nichols at 11:25 a.m.; Mr. Hayes at 2:25 p.m.; Mr. Brown at 3:25 p.m—all EST—and Mr Baukhage at 5:55 p.m., local time.

Agency for the S. C. Johnson Sons Inc. is Needham, Louis & Brorby Inc., Chicago.

SERUTAN NAMES

Franklin Bruck Adv.

SERUTAN Co., Newark, N. J., a major radio advertiser, has reappointed Franklin Bruck Adv., New York, to handle the following products: Serutan, Sedagel and *Journal of Living*, effective Jan. 1. Roy S. Durstine Inc., New York, has been handling the account.

The initial advertising for Serutan, including the "after 35" theme, was originally placed by the Franklin Bruck agency when it serviced the account a number of years ago.

Grey Adv., New York, will handle two other products for Serutan [B•T, Nov. 12].

McKinnie Named

RALPH E. McKINNIE, AM sales manager of Paul H. Raymer Co., New York, radio and television station representative, has been named television sales manager, it was announcer last week. Prior to joining Raymer, Mr. McKinnie served as account executive with DuMont TV Network and CBS TV respectively. He recently was appointed instructor in Adult Education School, New York U.

WFOX Appoints Pearson

WFOX Milwaukee, independent daytimer, has appointed the John E. Pearson Co., station representative firm, as its representative. It previously was represented by Ra-Tel Inc.

AT MBS' historic signing with Metro-Goldwyn-Mayer for six hours of "star entertainment" weekly [B•T, Nov. 12] are (l to r): Frank White, MBS president; Leopold Friedman, vice president and secretary, MGM, and Charles C. Moscowitz, vice president and treasurer, MGM. MBS said the agreement assured "the strongest array of evening shows in Mutual network's history."

NEW LEE WILL?

Posed In L. A. Court

POSSIBLE existence of a new will that might change the distribution of the late Thomas S. Lee's $12.5 million estate, was revealed last Wednesday.

Disclosure came when his uncle-by-marriage, R. Dwight Merrill, 82-year-old Seattle lumberman appeared before Superior Judge Newcomb Condee seeking approval of his plan to distribute the estate left by heir to the late Don Lee's broadcasting and automobile distribution fortune.

In filing a petition in Los Angeles Superior Court earlier in the week for the distribution of estate, Mr. Merrill, in a surprise announcement, stated he had no intention of keeping any of the money for himself.

Mr. Merrill's petition disclosed young Lee in May 1949 informed him of his May 6, 1934, 27-word will's contents, bequeathing him [Merrill] the entire estate. Mr. Merrill had a verbal understanding however, with his nephew that the fortune would be divided among the members of the Lee family, and he would keep none of estate for himself, according to the petition.

Craig Contention

When the petition hearing opened, Hal Craig, Honolulu automobile man, informed Judge Condee that Tommy Lee told him in 1945 that he had made a will naming himself [Craig] and "a couple dozen others" as his heirs.

Specifically mentioned, according to Mr. Craig, was a cousin, Jim Lee, now a Nevada ranch owner and said to have been a one-time head of the Don Lee used car department. Harrison Musgrave, radio executive and a cousin, also reportedly was named as an heir in the lost will. He was represented in court by Attorney Richard Drukeer, who asked the court to determine if young Lee's will created a trust in which his client should share.

Judge Condee instructed Mr. Craig that he could do nothing unless he had an attorney and filed a proper petition with proof of an alleged lost will.

The hearing on Mr. Merrill's petition was to have been held last Friday (Nov. 16), having been put over by Judge Condee following the new and sudden development.

Terms of Settlement

The disclosure was made for the first time, in Mr. Merrill's petition, of settlement terms reached between himself and Mrs. Nora S. Patee, maternal aunt of Tommy Lee, who contested the validity of the will. She dropped the contest in exchange for 29% of young Lee's estate. Mr. Merrill retained the remaining 71% for distribution to other relatives.

Prior to the settlement with Mrs. Patee, a compromise also had been reached with Mr. Lee's two sisters by adoption, Mrs. Christine Rieber and Mrs. Elizabeth Fry, who received $150,00 each. The sisters sued the estate for shares on complaint they had been disinherited by Don Lee in violation of an agreement made when he adopted them.

Mr. Merrill, whose late wife, Mrs. Eula Lee Merrill, was sister of Don Lee, asked the court's permission to distribute half of the Thomas Lee estate to 10 persons in equal shares. These were identified as eight children of Don Lee's brother, the late Cuyler Lee, his divorced wife and his widow.

The other half of the estate, Mr. Merrill advised the court, he intends to give to his own five grandchildren. He made no explanation in the document why no shares were set aside for his own two daughters.

Thomas Lee fell to his death from the 12th floor of a Los Angeles building Jan. 13, 1950. Following the sale of his business enterprises, the estate was valued at $12,726,944.45. Don Lee radio and television properties were acquired by the General Tire & Rubber Co. last December for $12,320,000 [B•T, Jan. 1]. KTSL (TV), now KNXT Hollywood, was then sold to CBS, with Lincoln Dellar acquiring KDB Santa Barbara.

It is believed the estate will be cut by more than $4 million through payment of inheritance and other taxes, plus administration expenses.

GEN. TIRE, MACY

Radio Merger Detailed

GENERAL TIRE & RUBBER Co. will hold 90% and R. H. Macy & Co. 10% of the capital stock in the operating company the two organizations plan to establish for merging their respective radio and television properties [B•T, Oct. 15]. Jack I. Straus, Macy's president, told stockholders at their annual meeting in New York Tuesday.

In addition to its 10% stock interest in the new company, which will also control Mutual, the department store will receive $4,500,000 in cash or other current assets for the sale of radio and recording equipment owned by its subsidiary WOR Program Service Inc.

Macy will retain ownership of the operating property and equipment of WOR-TV studios and the two WOR transmitting stations, he said, leasing them to the new company. Purchase options, starting at $4,600,000 and reducing progressively over the 25-year lease period, are contained in the agreement, however.

Capital Gain

Transactions involved in the merger will result in a substantial capital gain, he reported, and, although subject to capital gain and inter-company taxes, it will amount to more than $1.50 per share on Macy stock.

Outlets involved in merger of Macy-General Tire broadcasting units include radio stations WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego; television stations WOR-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles. The new company—as yet unnamed—will also own the Yankee and Don Lee radio networks and will control about 58% of the Mutual Broadcasting System.

HOW TO STAY OUT OF JAIL

A Handy Guide for Broadcasters Who Air Politics

THE BUILD-UP for the 1952 political campaigns is under way and already radio - television broadcasters are figuring out how to cope with the be-damned-if-you-do and be-damned-if-you-don't laws and rules governing political broadcasting.

In an effort to explain the fundamentals of this problem, BROADCASTING • TELECASTING interviewed attorneys who are expert on the subject and conducted extensive research in legal history. Here, in laymen's terms, is an article intended to help management decide how to put politics on the air without putting itself out of business.

By EDWIN H. JAMES

IN SAN FRANCISCO a fortnight ago a radio station was sued for damages when it tried to keep from broadcasting a program supporting the political candidacy of a Communist.

In Washington last week the FCC was considering a complaint that a New Orleans station had violated a federal statute when it censored what it regarded as libelous material from a political candidate's speech.

The managers of both stations are veteran broadcasters and one of them is also a skilled attorney. But, despite their knowledge and experience, they got in trouble with the law. Why?

The answer resides in the mass of perplexing and sometimes contradictory, legislative, regulatory and judicial actions and decisions that has been built up in the past 27 years as Congress, the FCC and the courts grappled with the intricate problem of putting politics on the air. The record is so ramified and so bewildering that the average station operator, confronted by a political campaign season, may wish he could follow the example of the manager of WOF, who appears in the cartoon on this page, and take sanctuary in less perilous surroundings.

SECTION 315 of the U. S. Communications Act of 1934 is the basic law governing political broadcasting. The text:

"If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission [FCC] shall make rules and regulations to carry this provision into effect; Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

Unfortunately for the peace of mind of broadcasters, however, retreat from politics is virtually impossible. The station manager is obliged by law to run his property in the "public interest, convenience and necessity." Among politicians this phrase, not unexpectedly, is interpreted to include the broadcast of politicians' campaign oratory. Members of the FCC, being political appointees, have given no indication of dissenting from that view.

Today the radio and television broadcaster finds himself in the unenviable position of being forced by governmental pressure to engage in activities which, unless conducted with expert legal advice (and not a little pure luck), may very well get him into as much trouble as he would be in if he refused to engage in them.

Ulcer Season

This dilemma perpetually besets the broadcaster, but it becomes especially confounding every four years when that national convulsion—the Presidential election—comes along. Such an election is scheduled for next year and already old ulcers are kicking up and new ones relentlessly forming.

As a means of preventing the milk-and-cracker diet from becoming standard fare through the industry, BROADCASTING • TELECASTING conducted a careful study of the laws and regulations governing political broadcasts. The study resulted in this article. It does not resolve the as yet irresolvable political dilemma, but it may help broadcasters avoid some of the avoidable hazards that political broadcasting contains.

All regulatory and judicial decisions on this question stem from the basic law, the Communications Act of 1934. It is Section 315 of that Act, appearing elsewhere on this page, that specifically pertains to political broadcasts.

Section 315 seems at first glance to be a reasonably simple statement, but years of interpretation (and misinterpretation) of its clauses by the courts and FCC have built hundreds of thousands of words of explanation upon the slender foundation of the original 95 words of Section 315.

Right off, the interpreters began to wonder: What's the definition of a "legally qualified candidate"?

In an attempt to answer this, the FCC wrote a rather complicated piece into its rules and regulations, Section 3.190, which reads in part:

> A 'legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who
>
> (1) has qualified for a place on the ballot or
>
> (2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other methods, and
>
> (i) has been duly nominated by a political party which is commonly known and regarded as such, or
>
> (ii) makes a substantial showing that he is a bona fide candidate for nomination of office, as the case may be.

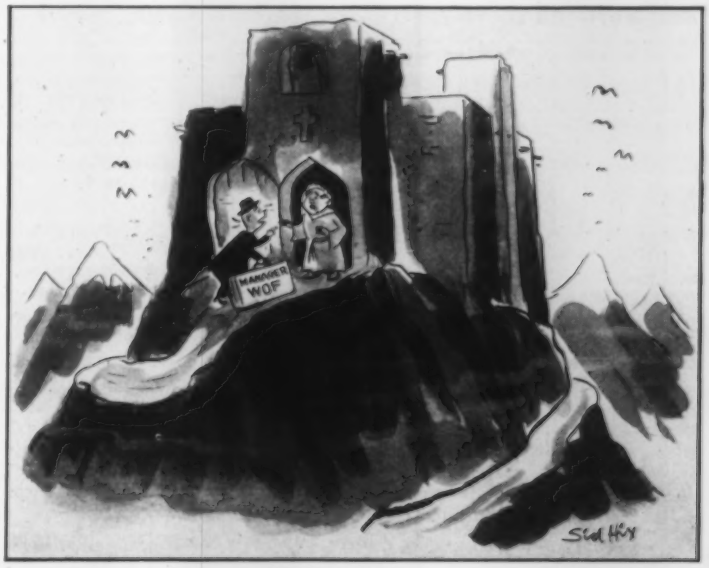
The FCC's interpretation of qualification for candidacy did not, fortunately, stop there. FCC has been interpreting its own interpretations ever since it wrote Section 3.190 into the rules. Finally, last week, the Commission came out with its most understandable definition yet.

In a letter to the national secretary of the Socialist Labor Party (see page 40B), the Commission said, with admirable brevity, that legally qualified candidates are "those who can be voted for."

This statement has the merit not only of simplicity but also of being the latest authoritative word on the subject. Until it is changed by the FCC or the courts, broadcasters are reasonably safe in applying this definition to decide whether a man is a qualified candidate.

Put it another way: A candidate is not qualified unless it is possible

(Continued on page 60)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Mind taking me in until the political season blows over?"

NBC TO BUILD RADIO

McConnell Pledges

A PLEDGE that NBC will aggressively build radio while continuing to pioneer in television to the benefit of advertiser and listener alike was given by the network's president, Joseph H. McConnell, last Thursday.

Speaking before the Radio Executives Club of New York, at a luncheon meeting in honor of the 25th anniversary of the initial NBC broadcast, Mr. McConnell announced the following four-point plan of his network for the future:

1. We intend not only to maintain radio, but to aggressively build radio —programwise, saleswise, and merchandisingwise—so that the medium will have a permanent place in the long-range scheme of broadcasting.

2. We intend to continue to pioneer in television—to open up new frontiers—and to finance experimental research in this and all other similar fields of mass communication.

3. We intend to develop both radio and television so as to serve the advertiser on a price basis which will make it mutually advantageous, AND

4. We intend to give the listeners and viewers of this country public service programs to insure that this will be the most enlightened nation in the world, and we intend, with the rest of the industry, to try to keep the country aware of this.

Some 500 Attend

Some 500 members of New York's radio fraternity jammed into the Starlight Roof of the Waldorf-Astoria to hear Mr. McConnell and to see such familiar radio personalities as Jessica Dragonette, Ray Knight, B. A. Rolfe, Joe White (Silver Masked Tenor), Guy Lombardo, Jack Pearl, Harry Reser (Clicquot Club Esquimos), Edwin Franko Goldman, Gertrude Berg, Elaine Carrington, May Singhi Breen and Peter De Rose (Sweethearts on the Air), Meredith Willson, Malcolm La Prade, The Mystery Chef, Frank Luther, Lanny Ross, Charles Winninger, Ford Bond, Ernest La Prade, Sam Lanin (Ipana Troubadors), Bill Mundy, Jimmy Haupt, Maria Gambelleri, Gladys Rice and Douglas Sandor of Roxy's Gang. Ben Grauer introduced these radio veterans. H. V. Kaltenborn gave a newscast as of Nov. 15, 1926, and introduced Mr. McConnell as of that date, reporting that he had just been elected president of the senior class of Davidson College. Milton Berle spoke briefly.

Cost Consideration

Mr. McConnell, who fought a recalcitrant microphone throughout his address, urged broadcasters to pause a moment in their pre-occupation with such imminent developments as color TV, UHF channels and hundreds of new stations to consider such general industry problems as that of costs.

In addition to the tens of millions of dollars expended on prewar TV research and program development and to the mounting postwar operating and production costs as stations and programs were added to meet the needs of the video audience which now totals 62 million Americans, Mr. McConnell said, are the major increases in the cost of talent. From the 20's, when performers were glad to appear on radio free to publicize their other activities, leading actors today "command pay undreamed of a few years ago," which "present a problem for stations and sponsors and for the entertainers themselves," he told those present.

But, he pointed out, "the dollar cost is not the problem. The problem is the cost in relation to the return. If we in the broadcast business or the talent business ever become overpriced, I am confident that competition will bring adjustments to the point where our product represents true value. If necessary, we must be wise enough and ingenious enough to accept these adjustments."

Praising the public service performance of the broadcasting industry, which he declared far surpasses that of any government owned service, Mr. McConnell asked "How many of the American people are aware of that? If we are to enjoy the public favor our performance merits," he stated, "we have got to let the people know the job we are doing, and I think that calls for great efforts from all sections of the industry."

This is true of other aspects of broadcasting than public service, Mr. McConnell noted. For example, he said: "Some people say that television is going to swallow radio and a lot of misinformed people believe it. I don't think this is the case. The people should know the true facts. The question is not the death of radio, but how we are going to shape radio and television so that each will do the most effective job."

Basic Communication

Radio he described as "the basic means of communication in America. It can reach more people more rapidly and at less expense than any other medium. Radio has a flexibility that cannot be equalled. Television is undeniably the most effective and powerful selling force that the world has ever known ... in combination, they give the businessman, the politician, or the civil defense chief an audience guarantee that no other medium can touch."

WINC to NBC

AFFILIATION of WINC WRFL (FM) Winchester, Va., with NBC was announced last Monday by Richard F. Lewis Jr., station president. New affiliation was effective Nov. 1. WINC has been an ABC affiliate for more than 10 years.

PRO BOWL GAME

NBC Gets Two-Year Rights

NBC signed pacts with the National Football League and the Los Angeles Newspaper Publishers Assn. for two-year rights to the All-Star Pro Bowl Game, scheduled this year for the Los Angeles Memorial Colisium Saturday, Jan. 12, it was announced last week.

Annual series, which was inaugurated last year, is sponsored by the newspaper association in behalf of charities supported by Los Angeles metropolitan newspapers. Rights specifically exclude telecasting the event in that area. Originally scheduled for a Sunday playoff, the game between the National and American conferences of the league was moved ahead one day at the request of the network, which had other commitments for Jan. 13.

Negotiations were handled for NBC by Lewis S. Frost, director of operations in Hollywood.

APPLIANCE DEALERS

Hear of Radio, TV Value

APPLIANCE dealers of Cincinnati Gas & Electric Co. were advised last week by Murray Grabhorn, managing director of National Assn. of Radio and Television Station Representatives, to consult station management on campaign plans and then, when their radio or TV advertising is started, to "stay with it."

"By every statistic," he said in a speech Wednesday, "radio has been proven to be the greatest mass medium the advertising world has ever known. Television, on the other hand, while reaching fewer people, has already demonstrated that it has greater impact than any other medium. Some have estimated this greater impact as high as 10 to 1. Sure, it might be considered expensive, but so is any advertising unless it is bought and merchandised intelligently — then its expense is offset by increased and satisfactory dollar volume sales."

Pointing out that the average network affiliate derives almost half of its revenue from local advertisers and that the average non-affiliate gets up to almost 80% from this source, Mr. Grabhorn told the appliance dealers:

"There is no one more interested in the welfare of your proposed radio or television campaign than the management of the radio or television station you contemplate using, unless, of course, it's yourself. . . . The very existence of that radio or television station depends upon the successful use of his facilities by advertisers. He can no more afford to be haphazard in his recommendation of the use of those facilities, once he understands your problem, than you can in the purchase of merchandise. Any haphazard conclusions along this line by either you or him would put you both out of business in short order."

Must Know Time

Rating services, he said, "are a help . . . but the most important guide is the more intimate knowledge of the value of a proposed time period, or personality, or announcement availability which the station alone can provide," either through its local management or its accredited representative, or both.

Except for short saturation campaigns for specific purposes, he advised, "approach the use of radio or television on an annual budget basis. This is the way it will pay off most handsomely in the long run."

After reviewing various types of time-purchases available to advertisers, Mr. Grabhorn undertook to enumerate — and answer — "five basic reasons why you should not use radio or television."

For those who don't use the media because "I never listen or watch," he noted that there are over 40 million radio homes, averaging more than four hours of listening daily, and that, in the case of TV, it may be assumed that 15 million TV owners did not buy sets "merely to have another fairly expensive piece of furniture."

Case histories were cited in answer to claims that only the big advertisers can compete with high-priced shows. Paramount TV in Providence, R. I., Mr. Grabhorn said, spent $935 for a seven-day campaign on WHIM Providence and sold out a $100,000 TV set inventory as a result.

Those who say, "I tried it once but it doesn't work for me," he continued, are flying in the face of the judgment of thousands of advertisers who together spent $700 million in radio last year.

A less frequently advanced reason for not advertising on radio or TV, Mr. Grabhorn noted, is that "word of mouth" advertising was "good enough for father and it's good enough for me." That sort of attitude, if widely prevalent, could be ruinous to the appliance deal-

(Continued on page 99)

NARND MEET

Bormann Succeeds Chatfield

(Also see story on page 98)

RADIO news directors, meeting for their sixth annual convention in Chicago last week, concluded a three-day session Wednesday with election of Jim Bormann, WCCO Minneapolis as president, succeeding Ben Chatfield, WMAZ Macon, Ga. (see separate story).

The National Assn. of Radio News directors, in a "How To Do It" conclave at the Hotel Sherman, investigated mutual problems on political and crime reporting, war coverage and the national conventions next year, but topics getting the most interest were free access to government information and accessibility of radio-TV reporters to courtrooms and to public hearings.

Mr. Bormann joined WCCO as news and public affairs director last January from WMT Cedar Rapids, Iowa, where he had been news director for three years. He has been a reporter for the *Milwaukee Journal*, news editor of the United Press radio staff, Chicago, and bureau chief of the radio division of the Chicago Associated Press office. He was the AP Central Division's field representative before going to WMT in 1947. He takes office as head of NARND Dec. 14. He was vice president of the news directors group for the past year.

Eleven members of the group were cited for their "outstanding" news work during 1951, with three receiving the top NARND annual awards.

WHO Des Moines, of which Jack Shelley is news director, earned a trophy for the outstanding radio news operation, as managed by Paul A. Loyet, vice president. Top TV news station was WBAP-TV Fort Worth, of which James Byron is news director and Harold Hough the station director. WTIC Hartford was named recipient of the trophy for its special event coverage of the Connecticut State elections. Tom Eaton is news director and Paul W. Morency the vice president and general manager.

Achievement Awards

Distinguished achievement awards went to WMBD Peoria, KLZ Denver and KCMO Kansas City for radio news, to WTVJ (TV) Miami and WNBQ (TV) Chicago for television news and KCBS San Francisco for special events. Special awards for courage and enterprise in radio reporting were given to KNX Los Angeles and KWHK Shreveport, where News Director John Van Sickle was commended for his air work in connection with investigations of brutality at Angola State Prison.

Newsmen, after hearing a luncheon address Tuesday by William P. Steven, assistant executive editor of *The Minneapolis Star & Tribune*, passed a resolution late Wednesday commending him and joining the efforts of the American Society of Newspaper Editors in fighting "the creeping paralysis of freedom" in restriction of government information by the recent order of President Truman.

Mr. Steven, soliciting this cooperation from newsmen in a loudly acclaimed speech, is a member of the ASNE Committee on Freedom of Information. Charging that the right of the people to know facts is being "abused gravely," he cited a need for more and better reporters of government news, "with radio and television supplying them."

Protesting that the President's security order, which classifies documents in all Departments rather than only Defense and State, permits "no code and no appeals court," Mr. Steven said: "This country cannot, in times of crisis, afford arguments of half-facts in half-light resolving into half-truths. We need full facts, full light and full truth to remain a free people."

Local Blocks Cited

Reminding broadcasters that channels of information are also blocked in state, county and city governments, he suggested stations use brief periods of silence with an explanation of why no news was given whenever sources have blocked news information.

Another aspect of Freedom of Information—"the right of radio and TV to report the news in their most effective way . . . won two notable gains" this year—William Ray, NBC Chicago news chief and chairman of NARND's Freedom of Information Committee, said.

He cited the Kefauver hearings and the Asbury Park Case, permitting a station to broadcast a public hearing, with the latter example "giving the industry its first clear legal precedent." It "should

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AMONG NARND award winners was WBAP-TV Fort Worth. Production unit staffers who put the winning *The Texas News* show together are: (Seated, l to r) Lillard Hill, narrator, and Doyle Vinson, program editor; standing, Jimmy Mundell, cameraman-reporter; Jimmy Kerr, head of station's Dallas bureau, and Lynn Trammell, in charge of newsreel music transcriptions.

RESEARCH 'BATTLE'

Continues at Philly Meet

THREE APPROACHES to radio and television research were thrashed over before the Television Assn. of Philadelphia at a dinner meeting last Wednesday by their respective advocates — Laurence Roslow (Pulse), James Seiler (American Research Bureau) and Albert Sindlinger (Radox).

Before a capacity audience of approximately 120, with Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, as moderator, the three principals reviewed their respective techniques. To varying degrees, they undertook to show holes in their rivals' techniques and to point out superiority in their own.

Most aggressive stand of the three was taken by Mr. Sindlinger, who is currently reviving his Radox technique for measuring tune-in and tune-out via metered sets. Claiming that cumulative data such as Radox offers should be the "basic evaluator" of radio and television, he charged that addiction to program "ratings" not only has "created a financial crisis in radio" but can eventually "bankrupt" television.

Messrs. Roslow and Seiler, on the other hand, took the position Radox does not show whether anybody is paying attention to the radio or TV set, but only what station it is tuned to, if any.

Mr. Sindlinger's views had the support of Roger Clipp, general manager of WFIL-AM-FM-TV Philadelphia, who made clear through questioning, and in informal discussions afterwards, that he too feels radio and TV should be measured on the basis of circulation rather than ratings—a la the printed media's Audit Bureau of Circulations data, or radio's BMB studies, for example — and that single-minded devotion to the rating concept will undermine broadcasting.

Cuts 'Not Necessary'

Agency Executive Jordan agreed that ratings should not be the only basis of judging radio and television and said it was his personal view that the network radio rate cuts initiated a few months ago were not necessary. He said he personally "deplored" the cuts.

Opening the discussion, Mr. Roslow outlined the Pulse's personal roster interview technique, pointing out it utilizes the factor of associating listening or viewing with family activities; covers all programs on all stations in the areas surveyed and provides for the interviewing to be done as soon as practical following completion of the broadcast period involved. In Philadelphia, he said Pulse now interviews 5,600 TV families a month, be away from home should be recompared to 700 originally.

Mr. Seiler, describing the ARB diary technique, told the group he felt there is not as much confusion in the radio-TV research picture as some people think. Any good method, he said, should: (1) provide a sample which has sufficient size and which is representative; (2) cover all viewers or listeners in the family, not just one member, and (3) be conducted while viewing or listening is in progress.

One stumbling-block for a meter system, he said is expense, resulting, he felt, in a small sample.

Turning to the coincidental telephone method, Mr. Seiler said this of course is limited to telephone homes and to the time periods when calls are made; is expensive to extend into rural areas; is difficult to use in developing cumulative data and encounters problems insofar as surveys in very early and very late hours are concerned.

The ARB diary method, he said, is economical, shows composition of audience and permits breakdowns of audience flow to supply advertisers and agencies with vital information. It is not limited to one-, two-, or three-set homes, he said.

In the roster-type survey, such as Pulse's, he felt persons found to be away from home should be recorded as not viewing. He also thought the roster-recognition principle tends to influence interviewees' answers (though Mr. Roslow

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APPLE PIE JOHNNY!

NRDGA scroll is examined by Mr. Patt (left), Miss Mullin and A. Y. Clark, president of Clark Restaurants.

AN OHIO RESTAURANT CHAIN'S PRIZE-WINNING RADIO FORMAT

"HEY, KIDS! This is Apple Pie Johnny. It's 12:30, time for Clark's *Fairytale Theatre!*"

That's the battle cry for one of Greater Cleveland's top-rated children's dramas, performed for oldsters and youngsters alike by sparkling Esther Mullin's whiz kids.

Entering this month its seventh year on WGAR Cleveland's CBS affiliate, *Fairytale Theatre* has dominated *Cleveland Press* popularity polls as Northern Ohio's best program by childhood talent and has even scored among the top three as the area's best radio program. As well as being judged the best children's program on all *Press* polls, *Fairytale Theatre* has won repeated top honors as the best juvenile show in the *Cleveland Plain-Dealer* reader polls. Esther Mullin has ranked among Cleveland's top three local performers on all ratings.

Clark Restaurants, sponsors of *Fairytale Theatre* 12:30-1 p.m., Sundays, for the past two and a half years, have not been the only one to benefit from the tremendous acceptance that the program enjoys with the Cleveland public. With the help of WGAR's aggressive sales department, under WGAR General Manager Carl E. George when the business was signed now under the leadership of John B. Garfield, Clark's has developed a cluster of snappy promotional tie-ins that won *Fairytale Theatre* an award of merit in City College of New York's 1950 judging for the most effective promotion of a local radio program.

Husband-Wife Team Spark Show Production

Esther Mullin directs and produces *Fairytale Theatre* with the help of Cleveland insurance executive and husband Harry Pollack. She is the inspirational force behind the program's wholesome, living value as a sales weapon for Clark Restaurants.

No advertising agency has taken part in the development of *Fairytale Theatre*. The account is handled by Gladys Stevens and Bernice Fluke directly from Clark Restaurants.

Apple Pie Johnny, impersonated by Wiley Robbins of Cleveland, is only one of a half dozen extremely effective promotional gimmicks boosting Clark Restaurants and *Fairytale Theatre*.

Here is a complete breakdown of the devices used to make the program snap off results for Clark's:

1. *Apple Pie Johnny*—Created 20 years ago by R. D. Clark, who with his brother, A. Y. Clark, operates restaurant chains in Cleveland, Akron and Erie, Apple Pie Johnny is a small-boy cartoon character named in honor of one of the Clark specialties, apple pie.

Clark Restaurants were founded in 1896 when J. B. Clark, father of the Clark brothers, opened a small lunch counter on East Sixth street in Cleveland, featuring good coffee and applie pie. It has grown into a chain of 15 modern restaurants, and Apple Pie Johnny has grown along with it.

Radio sponsorship of *Fairytale Theatre* was a logical step in the further development of children's business, part of the organization's reputation as the Family restaurants.

Soon after the Clark's and John F. Patt, now president of the Goodwill Stations and then vice president and general manager of WGAR, completed planning the details of the company's first major radio venture, Apple Pie Johnny became the voice of Clark's, discussing Clark's and all sorts of things of interest to children.

Many of Apple Pie Johnny's comments are passed along to the children by the studio announcer but recordings of a small boy's voice (Wiley Robbins) impersonating Johnny are used to open and close the program.

He has become quite a personality who can write catchy little rhymes on table manners, present views on public events or the thrill of eating at Clark's on the children's level.

Last spring, Apple Pie Johnny was named honorary bat boy of the Cleveland Indians in a radio ceremony with Ellis Ryan, president of the Cleveland Baseball Corp., doing the honors.

Small Fry Seek Out Johnny at Clark's

Johnny has become such a real character that small children often ask about him when they enter a Clark Restaurants.

2. *Menus* — Although children don't meet Apple Pie Johnny in person, they do find his picture on the children's menu Clark's offer them . . . on riders offering special Sunday dinners and the like. Menus especially devoted to children's interests also are tied in to the activities of *Fairytale Theatre*. All Clark's menus for children carry at least one reference to WGAR's *Fairytale Theatre* program.

3. *Art Contest*—One of the promotional projects pushed and reported on Clark's menus is the annual Elementary School Art contest. Sponsored by Clark Restaurants in cooperation with the Greater Cleveland Boards of Education and the Catholic School Board, the *Fairytale Theatre* art contest draws every Cuyahoga

(Continued on page 44)

* * *

SURPRISE birthday celebration at conclusion of Nov. 5 broadcast of Fairytale Theatre *has Miss Mullin blowing out the candles. Looking on are Gladys Stevens, Clark advertising manager, Announcer Walter Henrich and members of the cast.*

duPONT AWARDS

Administration Formally Given W&L

ADMINISTRATION of the Alfred I. duPont Awards for distinguished public service were formally turned over to Washington & Lee U. at campus ceremonies in Lexington, Va., last Monday in the presence of leaders of broadcasting and telecasting.

Scope of the awards, presented annually since 1942, was broadened to encompass establishment of scholarships at any university for study in communications. The event was described by industry leaders as one which would build a reservoir of administrative and executive personnel for the broadcast arts.

The duPont Foundation, established by the widow of Alfred I. duPont, every year awards a plaque and $1,000 each to a large radio or TV station, a small radio or TV station, and a national broadcast commentator. Under the realignment of function, the award winners may use the $1,000 to set up scholarships or fellowships. Provision is made to increase the value of the scholarships to cover all educational expenses from one to four years.

WFIL Scholarship

First award winner to take advantage of the new format was WFIL Philadelphia. Speaking for Walter Annenberg, president, and Roger Clipp, general manager, of WFIL, John Scheuer Jr., assistant to Mr. Clipp, announced that the $1,000 prize money accorded the station last year would be designated for a scholarship.

Dr. Francis P. Gaines, president of Washington & Lee, accepted the administration of the awards and formally announced appointment of O. W. Riegel, director of the Lee Memorial Journalism Foundation and one of the country's leading journalistic professors, as curator of awards.

FCC Chairman Wayne Coy, noting the significance of the awards to betterment of broadcasting, cited the "adolescence of TV" and the greater responsibilities of the broadcaster in these times. He reiterated his oft-expressed view that the broadcasters hold a trusteeship from the people "who own the radio and TV channels." The public, he said, has a right to expect stations to assist in promoting civic improvements in their communities and in promoting educational and cultural opportunities. They should present "an adequate flow of news competently and honestly prepared."

"We expect them to give us all sides of controversial issues. We expect them to promote good community labor relations and international understanding. We expect them to give us entertainment—wholesome entertainment—suited for the family circle. We expect their advertising to be reliable and in good taste."

The scholarships that will be made through these awards, Chairman Coy said, "will enable the industry to serve better the educational needs of their communities. But even more important than that, the scholarships will put real substance into the annual awards."

Joseph H. McConnell, president of NBC, said "the radio and television industry has always striven to maintain high standards." He added, however, that mistakes have been made and that, in his judgment, "the duPont Awards for distinguished public service will give networks and stations that added incentive to strive for greater public service."

CBS President Frank Stanton, formerly a professor at Ohio Wesleyan, declared he was looking to the day when universities will be doing important work in radio-TV.

"Our universities turned their back on radio," he said. "But these scholarships awarded for specialized study in communications and backed by the radio and television industry should encourage our educational institutions to look deeper into this important field."

Frank White, Mutual president, said that of all the various "awards" now being made in radio and TV, "none has the prestige of the duPont awards for public service." He commended the duPont Foundation as the only awards organization "that took the time and trouble to learn about radio and television."

Others who participated in the ceremonies included Mrs. duPont; W. H. Goodman, Florida banker and secretary of the duPont Foundation, and Dean Riegel. Other speakers for radio and TV included Chris J. Witting, director of the DuMont Television Network; John Pacey, public affairs director, ABC; Morgan Beatty, NBC commentator; Ben Gross, radio editor of the *New York Daily News;* Gilmore Nunn, president of the Nunn stations and a Washington & Lee graduate, and William J. Scripps, president, WWJ Detroit.

Also attending the ceremonies were James E. Edwards, president, WLS Chicago; Junius P. Fishburn, president, Times World Corp. Roanoke (WDBJ); Carter Glass Jr., publisher of the Lynchburg Newspapers; Henry P. Johnston, executive vice president, WSGN Birmingham; Victor W. Knauth, president, WAVZ New Haven; Charles P. Blackley, president, Virginia Assn. of Broadcasters, WTON Staunton, and Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING.

PRINCIPAL participants in duPont-Washington & Lee Awards ceremonies (l to r): O. W. Riegel, curator, Alfred I. duPont Awards Foundation; Frank White, MBS president; Frank Stanton, CBS president; FCC Chairman Wayne Coy; Mrs. Alfred I. duPont; Dr. Francis P. Gaines, W & L president; Joseph H. McConnell, NBC president; Chris J. Witting, director, DuMont Television Network; John Pacey, ABC director of public affairs.

STATION operators attending the duPont ceremony at Washington & Lee (l to r): J. P. Fishburn, WDBJ Roanoke; Charles Blackley, WTON Staunton, Va., and president, Virginia Assn. of Broadcasters; John Scheuer, operations assistant to the general manager, WFIL Philadelphia; Victor W. Knauth, WAVZ New Haven; James E. Edwards, WLS Chicago; William J. Scripps, WWJ Detroit; Henry P. Johnston, WSGN Birmingham.

TOWNSEND NAMED

To Columbia Sales Post

APPOINTMENT of Irving Townsend as sales promotion manager for Columbia Records Inc. effective immediately, was announced last week as the final step in the reorganization of the advertising-sales promotion division.

Effective Dec. 1, all copy, art, and production now handled in the company's Bridgeport, Conn., offices will be transferred to the New York Headquarters, under Mr. Townsend's supervision. Cooperative advertising, radio service and catalog activities will continue to be handled in Bridgeport, under supervision of George Svendberg.

For the past four years, Mr. Townsend has been account executive with Donahue & Coe Inc., where he had charge of the MGM Records account. He was previously associated with RCA-Victor in Camden, N. J., and New York offices, and with both offices of Columbia Records.

CUT 'PIRATING'

Federal Aid Sought

A PLEA that the government help to stabilize the engineering profession by minimizing the "pirating" of employes among firms and making greater use of trained personnel was made to Defense Mobilizer Charles E. Wilson Nov. 11.

The request was made by Stanley W. Oliver, president of the American Federation of Technical Engineers (AFL). AFTE represents about 10,000 professional engineers.

Mr. Oliver said the rearmament program has created havoc in the profession leading to pirating of employes. He urged a special committee to look into industry problems.

GREETING NARTB President Harold E. Fellows at the NARTB District 3 meeting last week in Pittsburgh are (l to r): Milton Laughlin, WAEB Allentown, Pa.; Clair R. McCollough, Steinman Stations; Harold C. Lund, WDTV (TV) Pittsburgh; Mr. Fellows; John S. deRussy, WCAU Philadelphia; and John S. Booth, WCHA Chambersburg, Pa. (Also see District 3 television story on page 66A)

CORRIDOR group at District 3 meet (l to r): Carl Dozer, WCAE Pittsburgh; C. Leslie Golliday, WEPM Martinsburg, W. Va.; Frank R. Smith, WBVP Beaver Falls, Pa.; Jack Purves, timebuyer, N. W. Ayer & Son; Leonard Kapner, WCAE Pittsburgh, District 3 director; Georgia Rosenblum, WISR Butler, Pa.; Victor C. Diehm, WAZL Hazleton, Pa.; George D. Coleman, WGBI Scranton; Glenn C. Jackson, WMMN Fairmont, W. Va.; Robert Carpenter, MBS.

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BAB'S BATTLE PLAN

Given District 3 in Pittsburgh

RADIO sales-getting projects designed to bring new business and to hold established accounts will be undertaken by Broadcast Advertising Bureau, NARTB District 3 was told Tuesday by Kevin Sweeney, BAB general promotion manager.

Making his first public appearance since joining BAB in late October [B•T, Oct. 29], Mr. Sweeney took part in a BAB session that closed the two-day district meeting at the William Penn Hotel, Pittsburgh.

Support McFarland

The 16th of the 1952 series of NARTB sessions adopted a resolution calling on stations to support the McFarland Bill (S 658), bringing FCC procedure up-to-date. Recognition of the need for more refinements in the bill was given in the resolution.

Other resolutions endorsed BMI; opposed the Benton legislation as leading toward radio-TV censorship; approved work of BAB and its president, William B. Ryan; urged support of defense projects; voiced appreciation of TV panel moderated by Clair R. McCollough, president of WGAL-TV, one of the Steinman stations (see panel story this issue); expressed approval of administration of NARTB President Harold E. Fellows and work of the headquarters staff on behalf of free radio; approved BMI activities.

Leonard Kapner, WCAE Pittsburgh, presided at meetings as district director. Members of the Resolutions Committee were George D. Coleman, WGBI Scranton, past district director; J. Gorman Walsh, WDEL Wilmington, Del.; George Clinton, WPAR Parkersburg; Dan Hydrick, WDYK Cumberland.

Total attendance at the two-day meeting passed the 150 mark.

In laying out the BAB national promotion program, Mr. Sweeney said a competitive pitch directed toward magazines will be useful not only to networks but to many other segments of the broadcasting industry.

Auto Study Next

Next in line, he continued, will be a "real study of auto listening audiences" to be conducted by an established research firm. BAB considers this an important audience whose size has not been properly appreciated by broadcast advertisers.

BAB is planning a series of specific presentations covering American industries, according to Mr.

(Continued on page 91)

S. F. SYMPHONY

Honored by RCA, NBC

CEREMONY marking the addition of albums of the San Francisco Symphony Orchestra's music as a permanent part of the Library of Congress' Americana collection was carried coast-to-coast by NBC closed circuit network last Wednesday.

Luther H. Evans, Librarian of Congress, accepted the recordings from Pierre Monteux, noted conductor of the city-supported symphony. The ceremony was part of a week-long celebration in San Francisco hailing the 40th anniversary of the orchestra and paying personal tribute to the 76-year-old conductor, who opened his 17th and farewell season last Thursday.

In San Francisco, Mr. Monteux and executives of RCA-Victor Record Div., spoke from NBC studios in the city.

Names Cliff Gill

CLIFF GILL, general manager, KFMV(FM) Hollywood has been named operations manager of the John Poole Broadcasting Co. Announcement was made last week by John H. Poole, owner and general manager. In his new post Mr. Gill will handle operations for KBIG Avalon, Calif., new AM station being constructed on Catalina Island, as well as for experimental UHF television station KM2XAZ Long Beach, Calif., being moved to Mt. Wilson. Mr. Gill is serving his second term as secretary-treasurer of Southern California Broadcasters Assn.

DIST. 1 MEET

Affiliates' Problems Viewed

NETWORK affiliates must cooperate to meet network time-selling innovations that would undermine the structure of aural radio, Paul W. Morency, WTIC Hartford, warned NARTB District 1 Thursday during the opening session of the two-day meeting in Boston.

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As head of the all-industry Affiliates Committee, Mr. Morency, general manager of WTIC Hartford, said: "If you feel that in 10 or 20 or 30 years radio will still be a great force, then we must continue to maintain its high level, and we must not accept any policy that will run our income down so far that we cannot operate efficiently.

'Inadequately Staffed'

"Many stations are inadequately staffed or are too interested in making a quick dollar," he continued. "They do much harm to the industry and it would be better if they gave up the ghost," he stated emphatically.

"But for those of us with faith in the radio business, it behooves us not to accept any philosophy that will impair radio broadcasting," he concluded.

Following Mr. Morency's remarks, Craig Lawrence, manager of WCOP Boston and District 1 director, asked him: "Do you feel you are racing against time to get research done before the rate structure is demoralized?"

In reply, Mr. Morency said that "it is important but not essential. Research, to be worthwhile, must be done at an orderly pace. It is necessary to get the best brains working surely toward sound conclusions. Time is of the essence, of course, and it is up to broadcasters to hold their ground in the meantime."

Speaking earlier in the day, Harold E. Fellows, NARTB president, praised Mr. Morency and the Affiliates Committee for "proposing to evaluate radio in a business-like way."

"The NARTB should be mixed up in the project," he said, if not on its own, then in connection with the Affiliates Committee.

In a television panel later in the day, Mr. Fellows said "there is a very good chance that the end of the TV thaw will come between Feb. 1 and July 1, 1952."

But he warned that contrary to popular conceptions, stations will not burgeon. He said that according to Wayne Coy, chairman of FCC, if the thaw comes by Feb. 1 there probably will not be more than 10 new stations during the coming year and probably not more than 100 more during 1953. After that, Mr. Fellows predicted, there will be a rush of new TV outlets.

TV for Nearly All

He stated as a personal opinion that "inside of 8 or 10 years, everybody . . . will be exposed to TV."

In concluding his speech, Mr. Fellows warned that "TV and radio together have every possibility of making or breaking the nation," so extensive is their influence. "TV's obligation is far greater than radio because it is both sight and sound," he said, and he praised the unselfish code of ethics drawn up by telecasters recently at a special meeting in Chicago.

Long hair or jitterbug?

In Baltimore, it makes no difference what kind of music you like. If you like *any* kind, W-I-T-H is your station! W-I-T-H plays more music—and more different kinds of music—than any other station in town.

And that means thousands upon thousands of loyal listeners for W-I-T-H. They make up part of that huge buying audience that W-I-T-H delivers to advertisers at such low, low cost. They are one more reason why W-I-T-H provides more listeners-per-dollar than any other radio or TV station in Baltimore. One more reason why W-I-T-H is the bargain buy!

Here's proof: *W-I-T-H carries the advertising of more than twice as many retail merchants as any other station in town!* Just because W-I-T-H produces *low-cost results!* Get all the facts from your Headley-Reed man today.

The results station
Baltimore, Md.

W-I-T-H

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED

the truth about radio listening in New York...

One of the most thrashed-out topics of conversation these days is the ultimate effect of TV on our living habits ... and, specifically, on radio listening. We should like to toss a small bombshell into this speculation. It comes wrapped in figures that bid fair to explode all the theories on the overpowering effect of television on radio.

RADIO SETS-IN-USE ARE NOW 23.1% (January-September 1951) compared with 24.8% in the last pre-TV year (January-December 1948)*—in the nation's number one market where 60% of all families own TV sets!

INCREASES IN RATINGS AND SHARE OF AUDIENCE are shown by all the independents, on the same comparative basis as above, while all network stations show decreases.

*Source: Pulse of New York
At-Home Listening Only
6 a.m. to Midnight, Monday-Sunday

BUT STILL MORE INCENDIARY is the listening story of Blair-represented WNEW. In 1948, WNEW had an average rating of 2.3 and a 9.2% share of the audience. Thus far in 1951, WNEW's average quarter-hour rating is 2.5 with share of the audience 10.9%. **WNEW is up in rating, share and rank compared with the last pre-TV year.**

For September alone, WNEW chalked up a 2.7 average rating, with 12.3% of the audience. This rating places WNEW in second position among all New York stations.

THE FUSE BURNS CLOSER when you consider WNEW's out-of-home audience—which is merely number one, every day of the week. WNEW averages a fifth of all out-of-home listeners, which in August 1951 included three out of every ten people daily in the metropolitan area . . . an increase of 11% over August 1950 and 30% over August 1949. This happy situation increases WNEW's audience by 32%!

It is obvious, then, that radio listening is here to stay despite television . . . and in the case of WNEW *growing, too.* We have specifically cited the case of WNEW which we have represented for 13 years—actually, it is typical of many other Blair-represented stations throughout the United States where smart local programming has more than held the line against TV. If you want to put some fireworks into your media plans, call your John Blair man today. He'll show you exactly which is the most powerful medium—and the most reasonable medium—to sell your product in the markets most important to you.

John Blair & Company specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts . . . as *specialists* in selling via spot radio.

JOHN BLAIR & COMPANY

New York's Favorite Station for Music and News 24 Hours a Day

Representative for 13 years of

WNEW
1130 | ON YOUR DIAL

NARND Meet

(Continued from page 27)

prove to be a valuable legal weapon for stations faced with a similar problem," he said.

After listing eight decisions favorable to radio-TV news reporting, Mr. Ray outlined numerous statutes which "discriminate against radio newsmen, radio and television." Only four states out of 12 which grant the privilege to newspaper reporters give the same right to radio newsmen, only three mention television, he said.

Mr. Ray said the problem of gaining access to news is primarily local, "to be fought out by each station." He reminded his audience that "every right carries with it a responsibility, the responsibility to make use of the right in a manner designed to serve the public."

Record coverage in radio and TV is scheduled for the Republican and Democratic National Conventions in Chicago next summer [B•T, Nov. 12]. Radio-TV chairmen of both parties reported to NARND members. Ken Fry of the Democrats and Ed Ingle of the Republicans agreed press facilities in the Chicago Amphitheatre next summer will be unequalled. Studios will be provided there and also at the Conrad Hilton Hotel (formerly the Stevens) for networks and independents.

A code of sponsorship covering broadcasts and telecasts from the convention floor has been submitted by the networks to the two national committees and is expected to be returned to them with revisions and approval within the next week, Mr. Fry said. Both men predicted sponsorship of the national convention coverage will bring a larger audience, but that the type of product must be in good taste. Mr. Fry said no specifics have been discussed about the possibility of theatre TV showings.

Stresses News Value

Radio news provides a station with its best chance for public service, audience building and making money, in the opinion of Oliver Gramling of the Associated Press. He said the major advantages of news are that it is preferred by 74% of listeners to any other type show, it is "the best salesman" for sponsors, therefore, the "most salable" commodity in radio.

Emphasizing the importance of local news, Mr. Gramling said no wire service can provide hometown coverage as well as the station if there is a minimum of one qualified newsman on the staff, although some stations "get by" with just a teletype.

Television news, despite its cost, is worth the money because of its "potency," said Frank McCall, NBC-TV news chief, who estimated the cost of a TV news show from 10 to 15 times greater than one on radio. He predicted airplane delivery of news film will be replaced by a multiplex coaxial cable system, with film being transmitted instantaneously.

News directors at the concluding business session elected these officers to serve with Mr. Bormann: Tom Eaton, WTIC Hartford, vice president; Sheldon Peterson, KLZ Denver, treasurer. William Ray, NBC Chicago, and Paul H. Wagner, WOSU Columbus, Ohio are one-year directors. James Byron, WBAP Fort Worth; Mort Linder, WSBT South Bend, Ind., and Russ Van Dyke, KRNT Des Moines, are three-year directors.

McCarthy Quizzed

A major event at the three-day meeting was a forum discussion featuring Sen. Joseph McCarthy (R-Wis.) Tuesday evening, when he answered political questions from a panel comprised of Alex Dreier, NBC Chicago, moderator; Sheldon Peterson, KLZ Denver; Dick Oberlin, WHAS Louisville; Sereno Gammell, WTHT Hartford and Bill Henry, MBS Washington.

Other convention features were a speech on crime reporting by Malcolm Johnson, INS crime reporter; a "bull-session" conducted after the Monday Dinner by Mr. Henry and Robert K. Richards, public affairs director of NARTB; a report on why "Scientists Won't Bite" by Charter Heslep, Chief, Radio-Visual Branch of the Atomic Energy Commission's Public Information Service, and an outline of Korean War coverage and censorship measures there by Phil Newsom, TV director for the United Press. Bob Lang, at the final dinner Wednesday, outlined the objectives and accomplishments of Radio Free Europe.

Registration at NARND Meeting

Ahrens, Charles E., U.P., Chicago; Allen, George, Jr., KHMO Hannibal, Mo.; Anderson, David, Standard Oil Co. (N. J.), New York; Aspinwall, John A., A.P., New York.

Baker, Harold, WSM-AM-TV, Nashville; Barnes, Art, WSUI Iowa City; Bartelt, Jim, WJPG Green Bay, Wis.; Berkson, Seymour, I.N.S., New York; Birch, Bill, NBC-TV Chicago; Bormann, Jim, WCCO Minneapolis; Brown, Donald E., WILL Urbana, Ill.; Bruner, Robert H., WIOU Kokomo, Ind.; Bumpus, Hal, KVOR Colorado Springs; Byron, James A., WBAP Fort Worth.

Caldwell, James M., WAVE Louisville; Campbell, Charles M., WCFL Chicago; Carver, F. O., Jr., WSJS Winston-Salem, N. C.; Charnely, Mitchell V., U. of Minnesota, Minneapolis; Chatfield, Ben, WMAZ Macon, Ga.; Cheverton, Dick, WMT Cedar Rapids, Ia.; Cocks, Capt. Joel E., Robins Air Force Base, Georgia; Connor, Tom, WIRL Peoria, Ill.; Cooper, John, I.N.S., New York; Clark, Ray, WOW-TV Omaha; Clifford, Paul H., WAUX Waukesha, Wis.

Day, Bill, KOA Denver; Daum, Kenneth A., WBKV West Bent, Wis.; Day, Charles, WGAR Cleveland; Dial, John, NBC-TV Chicago; Donahue, Steve, American Medical Assn., Chicago; Dreier, Alex, NBC, Chicago; Dunagin, Ruth, WFIU Bloomington, Ind.

Eaton, Tom, WTIC-AM-FM Hartford; Edwards, Charles, Press News Ltd., Toronto; Edwards, Ross, WCHS Charleston, W. Va.; Evans, Haydn R., WBAY Green Bay, Wis.; Edelstein, Dan, Transradio Press, Chicago; Elliott, Richard, WCFL Chicago; Farrington, Glen L., WTAX Springfield, Ill.; Finley, Larry, WEEK Peoria, Ill.; Fitzpatrick, Jack L., KFEL Denver; Flint, Glenn, WDAY Fargo, N. D.; Fullington, M. Wayland, WIRE Indianapolis; Funk, Mark N., Jr., WMEW Meadville, Pa.; Flaherty, Pat, KPRC (AM-TV) Houston; Fry, Ken, Democratic Nat'l Committee, Washington, D. C.

Gammell, Sereno, WTHT Hartford; Gillespie, Vera W., U. of Texas, Austin; Glick, Marian, DuMont TV Network, New York; Godt, Gene, WHO Des Moines; Gow, George, KANS Wichita; Green, Gerald, NBC-TV New York; Griffin, Michael, WBAY Green Bay, Wis.; Gross, Clair J., KFNF Shenandoah, Ia.; Gill, Jerry, A.P., Omaha; Graham, Gordon, WIBC Indianapolis; Gramling, Oliver, A.P., New York; Hage, A. Maxwell, Nat'l Assn. of Mfrs., New York; Haines, Phil, WTRC Elkhart, Ind.; Halsey, George A., WOI-AM-TV Ames, Ia.; Harris, Capt. D. A., U. S. Navy; Harrison, Charles F., WHBF Rock Island, Ill.; Hayward, Bruce, KWK St. Louis; Herman, James L., ACME Newspictures, Chicago; Heslep, Charter, Atomic Energy Comm., Washington; Hicks, George, U. S. Steel Corp., New York; Hilton, Chuck, KGLO Mason City, Ia.; Hinshaw, Fred Moore, WLBC-WMUN Muncie, Ind.; Hoerner, Ed, WWL New Orleans; Ingle, Ed, Republican Nat'l Committee, Washington, D. C.

Jeffries, Allen C., WIRE Indianapolis; Johnson, Malcolm, I.N.S., New York; Jordan, Frank C., WARD Johnstown, Pa.; Jensen, William P., U. of Minnesota, Minneapolis; Karns, Adna, WING-WIZE Dayton; Keller, Cass, WRC Washington; Kidera, Robert A., Marquette U., Milwaukee; Klein, David, NBC-TV New York; Knell, Jack, WBT-WBTV Charlotte, N. C.; Knox, Ralph, WHEC Rochester, N. Y.; Koop, Ted, CBS Washington; Krueger, Jack E., WTMJ-AM-TV Milwaukee.

Lanum, Norma, U.P., Chicago; Lang, Bob, Radio Free Europe, Washington, D. C.; Leonard, Dick, KMYR Denver; Lewis, John Fulton, WCBM Baltimore; Linder, Mort, WSBT South Bend, Ind.; McArthur, D. C., CBC Toronto; McCall, Frank, NBC New York; McGovern, James, WDGY Minneapolis; McGaffin, James M., Jr., WOW Omaha.

MacFarlane, Ian Ross, WBMD Baltimore; Martin, Gene, WTAM Cleveland; Maters, John, WILS Lansing; Melton, Orrin, KSOO Sioux Falls, S. D.; Monroe, Jim, KCMO Kansas City; Moore, Robert E. L., Transradio Press, Washington; Morris, Jack, KTUL Tulsa; Mullins, Bernard, WTIC-AM-FM Hartford; Munkhof, Soren, WOW-TV Omaha; Murray, D. F., WDBJ Roanoke, Va.; Middleton, Art, WELL Battle Creek, Mich.; Miller, Marty, I.N.S., Des Moines; Miller, Hank, Voice of America, New York; Mosse, Baskett, Northwestern U., Evanston, Ill.; Myers, Bill, WABJ Adrian, Mich.; Newsom, Phil, U.P., New York; Nolte, Vernon A., WHIZ Zanesville, O.; O'Neil, Tom, A.P., New York; Oberlin, Richard, WHAS-AM-TV Louisville.

Paschall, Walter, WSB Atlanta; Passage, George W., WRVA Richmond; Patterson, John M., WTAR Norfolk; Paxton, Sam, WBBM Chicago; Payne, Larry, WABJ Adrian, Mich.; Peterson, Sheldon W., KLZ Denver; Pinkerton, Jane, Broadcasting • Telecasting, Chicago; Ray, William, NBC Chicago; Renick, Ralph A., WTVJ Miami; Reynolds, Carter L., WQUA Moline, Ill.; Robbins, Francis, KDHL Faribault, Minn.; Roby, Max, KNX Hollywood; Roeder, Charles A., WCBM Baltimore; Rowley, R. J., WXEL-TV Cleveland; Randall, John, WXLW Indianapolis; Richards, Robert K., NARTB, Washington; Ridell, Corwin, KTRH Houston.

Salzman, Harold H., WILL Urbana, Ill.; Saunders, Ralph, NBC-TV Chicago; Shaw, Gordon, WQAM Miami; Shelley, Jack, WHO Des Moines, Ia.; Sherwood, Don, WIMA Lima, O.; Smith, Art, WNAX Sioux City, Ia.; Smith, Dick, WHB Kansas City; Smith, F. Courtney, WEOA Evansville, Ind.; Snipes, Johnston, WMAQ Chicago; Stearns, Frank M., A.P., Washington; Steven, Bill, Minneapolis *Star and Tribune*; Stevens, Howard, WBOW Terre Haute, Ind.; Stougaard, Ray, KSUM Fairmont, Minn.; Swisher, Gerald, A.P., Columbus; Sarjeant, Charles F., WCCO Minneapolis; Stine, Al, A.P., Kansas City.

Terwey, Tys, WMPS Memphis; Tripp, Tal, KHQ Spokane; Van Dyke, Russ, KRNT Des Moines; Van Sickle, James, KWKH Shreveport; Wagner, Paul H., WOSU Columbus; Warrick, Bill, WCCO Minneapolis; Watson, Brooks, WMBD Peoria; White, Ed, WMCT Memphis; White, Ken, KOA Denver; White, Lee F., KROS Clinton, Ia.; Whiting, Fred, Northwestern U., Evanston, Ill.

HANNA ELECTED

Takes NARTB FM Post

MICHAEL R. HANNA, general manager of WHUC-AM-FM Ithaca, N. Y., and a former NARTB board member, was elected to the board last week as one of two directors-at-large serving FM stations. He fills the post vacated when Frank U. Fletcher sold his interest in WARL-AM-FM Arlington, Va.

Mr. Hanna

Mr. Hanna won in an extremely close race among 13 candidates. It was understood he nosed out Everett L. Dillard, WASH (FM) Washington, also a former board member, by a margin of a few votes. He took office at once for the FM term expiring in April 1952, and will attend the next NARTB board meeting Dec. 5-7 in Washington.

Besides directing WHCU, Mr. Hanna is general manager of Rural Radio Network, group of FM stations. He had served on the board 1946-50 as director for District 2 (N. Y., N. J.).

Balloting procedure will get under way in December for district directors representing even-numbered districts as well as one each of the four directors-at-large classifications, including Mr. Hanna's directorship.

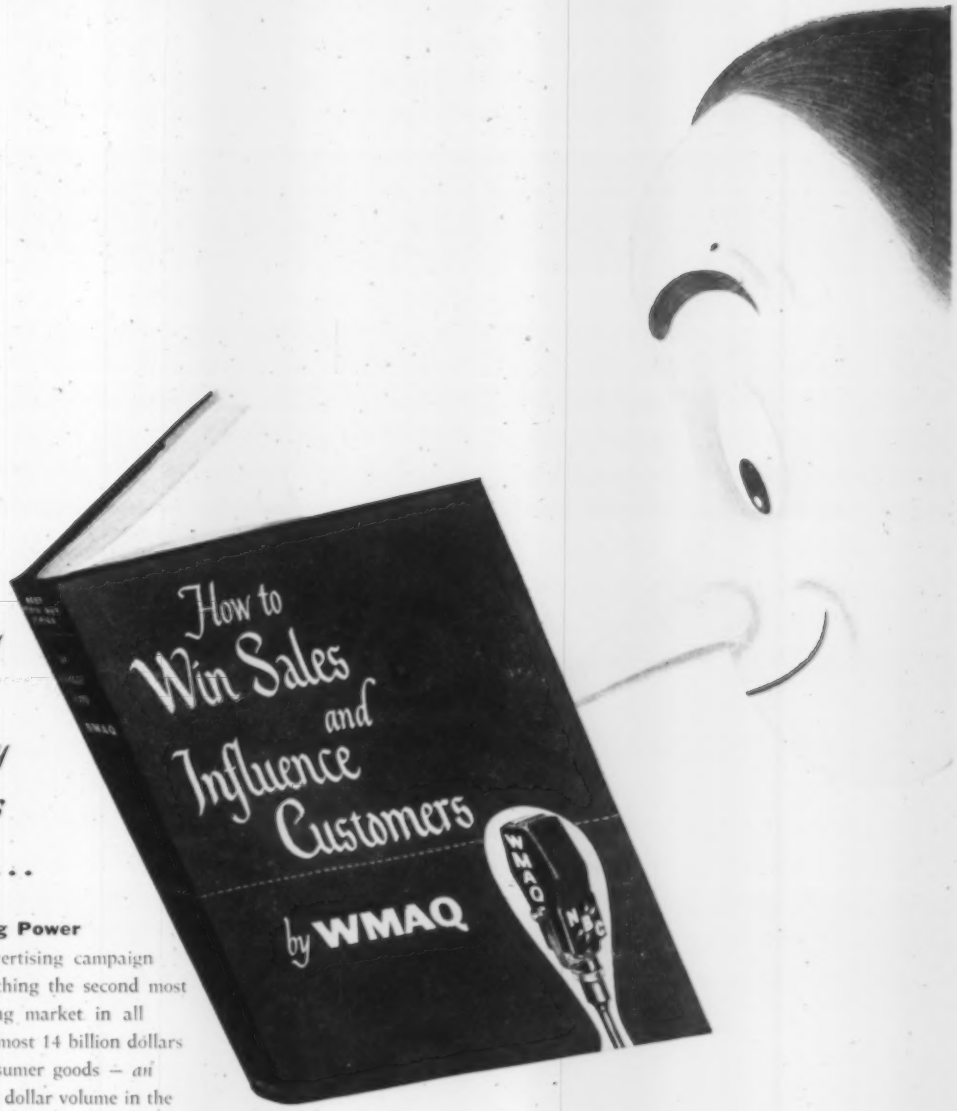
Eligible for Re-election

Eligible for re-election in even-numbered districts are William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; Richard M. Fairbanks, WIBC Indianapolis, District 8; Jack Todd, KAKE Wichita, Kan., District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14.

William B. Quarton, WMT Cedar Rapids, Ia., District 10, and Calvin J. Smith, KFAC Los Angeles, District 16, are ineligible to run for re-election under a by-laws clause limiting board service to two consecutive terms.

James D. Shouse, WLW Cincinnati, is ineligible to run for re-election as director-at-large for large stations. There will be balloting for one director-at-large in each of the large, medium, small and FM categories. The medium-station post held by A. D. Willard Jr., WGAC Augusta, Ga., becomes vacant as well as the small-station post of Patt McDonald, elected from WHHM Memphis but now at WNOE New Orleans, become vacant.

WWRL New York and the *New York Journal American* have extended their time-for-space reciprocal promotion agreement to November 1952. Station has similar agreement with *New York Amsterdam News*, a leading Negro paper.



here's the way to new sales popularity in the nation's No. 2 market...

Increase Your Earning Power

When you spot your advertising campaign on WMAQ, you are reaching the second most active, cash-register-ringing market in all the land. Here is where almost 14 billion dollars is spent annually for consumer goods – *an increase of 632 per cent* in dollar volume in the past ten years; here per capita income and buying power is 13 per cent above the national average; here industrial growth is *first in the nation!*

Develop a Strong Speaking Voice

Chicagoland is a place of many markets – 4 states (Illinois, Wisconsin, Southwestern Michigan, Northern Indiana), 60 counties, 91 cities with 10,000 population or more. Within its borders, WMAQ is the most powerful – most listened-to – media voice of all (has the largest daily audience of all Chicago stations).

How to Make a Penetrating Impression

As an advertising medium, there's no topping WMAQ. WMAQ delivers 87% penetration of Chicago proper, *plus* 90 other big markets. Chicago's largest newspaper provides only a 51% penetration of Chicago itself – and effective penetration in only 14 other markets.

The Formula That Spells Success

The secret of successful selling can be yours. Just call your nearest NBC Spot Salesman. He will be happy to demonstrate how you too can gain and build audiences . . . reach new friends . . . arouse enthusiasm in Chicago . . . or wherever you want to go. Serving only seven key radio stations, he has the time to devote to your account – and the knowledge, organization and research services to show what Spot can deliver for you in the nation's major markets . . .

via Radio, America's No. 1 mass medium

WNBC	New York
WMAQ	Chicago
WTAM	Cleveland
WRC	Washington
KOA	Denver
KNBC	San Francisco
WGY	Schenectady-Albany-Troy

Represented by

NBC SPOT SALES

New York Chicago Cleveland
San Francisco Hollywood

with the academics of that which he is listening to.

The casting of the King of Swing as commentator on a symphony program could, at first glance, be suspected as a dirty trick to lure unwary Goodman fans into the unfamiliar world of classical music. It is a trick all right, but certainly not a dirty one.

* * *

JACK BENNY, whose television performances last season were not among the milestones of entertainment history, returned to the air with a show that was a pure delight. His timing, probably the most impeccable in radio, was never more precise. For the first time since he went on television, Mr. Benny seemed perfectly at ease.

It may be that this improvement was due in some measure to the initiative of the AT&T which strung a network across the country while Mr. Benny was vacationing. Last season he was obliged to travel to New York—an unsettling distance from his accustomed habitat—to do his TV programs. This season he is able to work among old, if not entirely trusted, friends at home.

On his Nov. 4 telecast, Mr. Benny courageously displayed his talents as a violin player to an extent beyond which he has dared to go in radio, where he has seldom rendered more than a few bars of *Love in Bloom.* As a member of the Beverly Hillbillies, a group that ought to be voted the public's thanks for retarding the popularity of that kind of music, Mr. Benny industriously fiddled through several mountain tunes. One of the funniest bits occurred when Mr. Benny, introducing members of this rustic assembly, put his hand on the shoulder of a 12-year-old girl singer and said: "And this here's my wife."

A flawless show.

IN REVIEW . . .

BENNY GOODMAN'S *Music Festival,* now being syndicated by Broadcast Music Inc., in cooperation with WNEW New York, takes the sensible if rather radical view that symphonic music can be enjoyed by all but the totally deaf and that music commentary need not be an impenetrable underbrush of references to counterpoint and diminished sevenths.

It is Mr. Goodman's assignment in this series to spread this view. He does it admirably. In Mr. Goodman's opinion, there are only two kinds of music, "good and bad," and it is of little consequence whether the composer is named Bach or W. C. Handy.

Since the public's admiration for Mr. Handy and his kind of music is already well established, Mr. Goodman is attempting in this series to get equal recognition for Bach and friends. Or at least recognition for their compositions that he regards as good.

In the first program three selections were played, Offenbach's *Orpheus in Hades,* Haydn's *The Clock Symphony* and a Bach fugue.

Mr. Goodman worked up to the fugue by playing a snatch of boogie-woogie, a musical form characterized by repetitive bass phrases. "Well, boogie-woogie isn't very new," he said, "Johann Sebastian Bach was doing it way back in 1730 in his own way." He then explained how the bass theme would repeat itself in the fugue that followed.

That's about as heavy as his commentary gets. On the whole, Mr. Goodman feels it is unnecessary to explain intricate professional details. He asks the listener only to listen without grappling

PROGRAM FACTS

Program: Benny Goodman's Music Festival, 26 hour-long programs, syndicated by Broadcast Music Inc.
Program Price to Stations: Approx. $60 for entire series.
Producer: Richard Pack, director of programs, WNEW New York.
Writer: Bill Kaland.
Musical Consultant: Russell Sanjek.

Program: Jack Benny Show, CBS-TV, Sunday, 7-7:30 p.m. EST.
Sponsor: American Tobacco Co.
Agency: BBDO.
Co-Producers: Ralph Levy, Hilliard Marks.
Director: Ralph Levy.
Writers: Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry.
Musical Director: Mahlon Merrick.
Announcer: Don Wilson.
Cast: Dorothy Shay, Bob Crosby, Jack Benny, Mel Blanc; members of Phil Harris band: Frankie Remley, Don Rice, Sam Weiss, Wayne Songer, Charlie Bagby—as the "Beverly Hillbillies"; Phil Harris.

To Sponsor Heatter

NATIONAL Credit Unions, Madison, Wis., will sponsor *Gabriel Heatter and the News* on Mutual once weekly for 15 minutes starting New Years' Day. Agency is J. Walter Thompson, Chicago.

RATE CHANGES

Should Be Upward, Kobak Says

RECENT network rate cuts should have been raises instead, Edgar Kobak, radio consultant and president of WTWA Thomson, Ga., suggested Friday in addressing the Radio Executives Club of Boston.

Speaking on the topic, "Radio is not on trial," Mr. Kobak proposed a review of the entire philosophy and structure of radio rates, both national and local, in the light of present conditions.

"The time has come for a thorough cost study, a study of the cost of doing business," he said. "Maybe that instead of a complicated rate card, we need something simple. A flat rate for a station or a network, based upon the availability of audience. And a rebate rate when the station or network delivers less—just as magazines guarantee a circulation and rebate if they fail to deliver the guaranteed circulation. Why should a national network even list the rate of each market? A national advertiser is buying national coverage—he will buy it on a national rate, not a lot of local details.

Rate Cutting Killing

"The cost study should take into consideration that radio must get enough money to do a better job for listener and advertiser—otherwise it cannot be healthy. Unless radio is successful as a business it cannot be a successful salesman for the sponsor."

Criticizing special deals, Mr. Kobak termed them "secret under-the-table cutting of rates. It is unmoral because it is secret—but it doesn't stay secret. It is demoralizing because it depresses values and makes radio harder to sell. It will kill radio as a medium faster than any other single thing."

Signs are appearing that the research picture for radio is settling down, Mr. Kobak said. "The national picture is served by one organization and has acceptance," he declared. "The local picture is improving—the Affiliates Committee and BAB are concentrating on this problem and will work it out with the buyer."

In commenting on current network methods, Mr. Kobak said, "Once major networks were primarily a national medium doing a national job. The new rules break up this medium into as many networks as there are sponsors. I believe this is carrying the tailor-made business too far. It takes networks into the field of spot—and networks are fighting not for network business but for spot business.

"I think this changes the character of radio and I think network radio sells itself short in this way. The more successful a network is as a network, the more successful are its stations—and the more successfully it can serve its advertisers. Should the present trend continue there will be no national networks."

Those operating, owning and using radio are "on trial," he said, urging all to develop faith in the medium. "Radio hasn't even reached its peak in volume in listening or in income," he said.

Grogan to WNBC

JOHN GROGAN, returned from six-month tour of Europe and former production manager of WNEW New York for five years, has been named program manager of WNBC New York, effective immediately. He replaces Harvey Gannon, recalled to active duty with the Navy.

NEW ASSOCIATIONS

Utah, Idaho Form; 3d Set

FORMATION of an association planned along lines of state broadcaster groups will be undertaken Wednesday by Maryland-District of Columbia stations, meeting at the Emerson Hotel, Baltimore.

Two new associations have been formed by Utah and Idaho broadcasters. Earl Glade Jr., KDSH Boise, was elected president of the new Idaho Broadcasters Assn. Henry H. Fletcher, KSEI Pocatello, was elected vice president and Mrs. Florence Gardner, KTFI Twin Falls, treasurer. Directors are C. N. Layne, KID Idaho Falls; Frank C. McIntyre, KLIX Twin Falls; Walter E. Wagstaff, KIDO Boise, and Bert McAllister, KRPL Moscow.

Heading the Utah association is C. Richard Evans, KSL and KSL-TV Salt Lake City. Arch G. Webb, KVOG Ogden, is vice president with Mell Standage, KALL Salt Lake City elected treasurer.

ACCEPTING plaques for their stations are these executives of WING Dayton and WIZE Springfield, Ohio, which were cited by the Standard Oil Co. of Ohio for promoting the firm's Cleveland Orchestra broadcasts. L to r: Adna Karns, vice president, WING and WIZE; Charles Evans, station manager, WIZE, and Carl H. Magraf, division manager, Standard Oil of Ohio. WING was cited for the outstanding promotional achievement among 5 kw stations, WIZE among 250 w stations.

SDBA MEET
Hears BMI Speakers

PRACTICAL operating problems of station owners, with emphasis on sales, were discussed by the South Dakota Broadcasters Assn. at a session held Nov. 7-8 at the Hotel Alonzo Ward, Aberdeen.

BMI clinic, one of a series held by the copyright organization, featured the two-day program, with Robert J. Dean, KOTA Rapid City, presiding as association president. Association guests included North Dakota broadcasters and radio students from universities.

Speakers at the BMI clinic included Orville Burda, KDIX Dickinson, N. D.; Robert R. Tincher, WNAX Yankton, S. D.; Ray V. Eppel, KORN Mitchell, S. D.; Orrin Melton, KSOO Sioux Falls, S. D.; Byron McElligott, KSDN Aberdeen; Don Sullivan, WNAX; Robert Mulhall, WOI-TV Ames, Ia.

The BMI party, making a swing of western states, included Charles C. Caley, WMBD Peoria, Ill.; Dan Park, WIRE Indianapolis; George Kendell, WJLB Detroit. BMI officers included Carl Haverlin, president, and Glenn Dolberg, station relations director.

VETERAN MILLICAN
Clocks 12,000th on KXYZ

VETERAN Newscaster Ken Millican of KXYZ Houston, Tex., clocked his 12,000th news broadcast on the station last Wednesday. On that day, he was saluted by all Houston newscasters for the feat.

Mr. Millican

Mr. Millican entered radio in 1926 on KFWI San Francisco. He was an officer of a San Francisco bank which sponsored a program of informative publicity about banking. He also broadcast once a week over KTAB Oakland, Calif., with strange stories taken from his own experiences and others culled from the family albums of landed gentry in England, where he was born.

In 1929, the newscaster returned after 36 years to Houston from California and Mexico, as comptroller of a national bank. He also broadcast a 26 week series, called *Behind the Banking Curtain*. He left the banking profession for full time radio commentary on stock market quotations and financial news for more than five years. In 1943, Mr. Millican became KXYZ radio news editor.

One week from his 12,000th newscast, or this Wednesday, Mr. Millican observes his 73d birthday.

BYMART Inc., N. Y. (Tintair home hair coloring), which sponsors *Somerset Maugham Theatre* on NBC and NBC-TV, last week changed its corporate name to Bymart-Tintair Inc., for easier identification of company with its product.

SECURITY ORDER
Truman Upholds in 'Post'

PRESIDENT Truman's recent order drawn up to standardize security procedure in government agencies [B•T, Oct. 1] was designed to give the people more information rather than to suppress news, the President said last Monday.

In a letter carried in a special issue of the *New York Post*, commemorating the paper's 150th anniversary, the President said the order specifically prohibits "withholding of any non-security information by any government department by the use of classification procedures."

"I cannot believe that the press would advocate so reckless a course as to lay all of our military secrets out in the open for enemy spies to harvest," he wrote. "I would not, on the other hand, dilute by one drop the constitutional guarantees of free speech and free press which we cherish.

"I do believe that we can win both the goals of safeguarding America and preserving our freedom. The press can and must play a vital role in accomplishing the twin victory. By continuing and strengthening its traditional policy of voluntarily avoiding the publication of information harmful to the safety of the country, the press can contribute mightily to our security. By its alertness in informing the people, by its aggressiveness in seeking and printing the truth, by shunning venal and partisan distortions, the press can maintain our freedoms as living attributes."

DALTON, DORFNER
Are Named by ABC

JOHN DALTON has joined ABC as manager of guest relations, effective immediately, replacing Art Dorfner who has been named commercial budget control supervisor, ABC Television Program Dept.

While attending graduate school of Columbia U., New York—having been awarded his master's degree this year—Mr. Dalton worked on special assignment in public relations department of Standard Oil Co. (N. J.) from 1948 to 1951. He attended U. of Michigan 1940-42, at which time he enlisted in the Army Air Corps as a pilot and served with the Eighth Air Force in Europe on active service until 1945. Upon his discharge he returned to U. of Michigan. He was graduated in 1947.

Mr, Dorfner has been with ABC since April 1949, starting in the music library. He served successively as manager of the network's Playhouse Theatre and Ritz Theatre and in October 1950 became manager of Guest Relations Dept. A graduate of Princeton with a B.A. degree, Mr. Dorfner served during the war with the Navy Air Corps.

AMONG radio and newspaper executives gathered at the Fourth Annual Communion Breakfast of the Assn. of Catholic Newsmen in San Francisco were (l to r) Jack Handley, INS mgr.; Arthur Hull Hayes, CBS v.p.-gen. mgr. KCBS San Francisco, who made principal address; Larry McDonnell, *San Francisco Examiner*, and Gayle Grubb, gen. mgr., KGO-AM-TV San Francisco.

LEE JACOBS, president (l), KBKR Baker, KLBM LaGrande and KSRV Ontario, Ore., in Pearl Harbor, discusses with Chief Petty Officer George P. Andrews the Navy show, *Across the Blue Pacific*. Mr. Jacobs was guest of Secretary of the Navy.

ARTHUR F. HARRE (l), new gen. mgr. of WCFL Chicago, is welcomed by Bill Lee, pres., Chicago Federation of Labor, station owner-operator. Mr. Harre resigned as gen. mgr. of WJJD Chicago, which he had managed since 1944.

BIRTHDAY CAKE helps celebrate beginning of 23d year of continuous advertising by Cottrell's Men's Store, Denver, over KLZ Denver. Seated (l to r) are Mary Robertson, Robertson Adv.; Bill Glass, Cottrell's pres.; standing (l to r) Hugh B. Terry, KLX gen.mgr., Jack Tipton, KLZ acct. exec.

PUTTING final touches to merchandising plans for H. V. Kaltenborn program, heard thrice weekly over KARK Little Rock, Ark., are (seated, l to r) Floyd Pepper, v.p. & adv. mgr., Jeris Sales Co., and T. K. Barton, KARK gen. mgr.; standing (l to r) Frank Hare, Jeris southwest sls. mgr., and Julian F. Haas, KARK coml. mgr.

PROMOTING station-client relations, execs. of WFBR Baltimore meet with Shell Oil Co. officials and over 300 wholesalers and service station operators in WFBR studio. (L to r) John C. Hopkins, Shell Div. sls. mgr.; Edmund A. Cunningham, div. mgr.; John E. Surrick, WFBR v.p.-gen. mgr., and Richard Kelland, acct. exec.

AS IN 1949 AND 1950 . . .

Advertisers start the season with more top- CBS Radio Network other networks nighttime, 7 of the (9 out of 10 in Oct. 7-13 Report) daytime, 8 of the

1951-52 broadcasting rated programs on the than on all combined— top 10; top 10.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)
REGULAR WEEK OCTOBER 7-13, 1951
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		(6.7)
1	Jack Benny (CBS)	15.8
2	Amos 'n' Andy (CBS)	15.6
3	Lux Radio Theatre (CBS)	14.1
4	Charlie McCarthy Show (CBS)	12.6
5	Arthur Godfrey's Scouts (CBS)	10.9
6	Fibber McGee & Molly (NBC)	10.3
7	Horace Heidt Show (CBS)	9.9
8	People Are Funny (CBS)	9.9
9	Dr. Christian (CBS)	9.7
10	Suspense (CBS	9.7
EVENING, MULTI-WEEKLY (Average for All Programs)		(4.4)
1	Beulah (CBS)	7.9
2	Tide Show (CBS)	7.1
3	Lone Ranger (ABC)	6.8
WEEKDAY (Average for All Programs)		(4.1)
1	World Series (MBS)	16.4
2	Arthur Godfrey (Liggett & Myers) (CBS)	8.0
3	Romance of Helen Trent (CBS)	7.1
4	Our Gal, Sunday (CBS)	6.7
5	Ma Perkins (CBS)	6.5
6	Pepper Young's Family (NBC)	6.5
7	Big Sister (CBS)	6.3
8	Arthur Godfrey (Nabisco) (CBS)	6.2
9	Wendy Warren and News (CBS)	6.2
10	Aunt Jenny (CBS)	5.9
DAY, SUNDAY (Average for All Programs)		(2.8)
1	True Detective Mysteries (MBS)	8.5
2	The Shadow (MBS)	7.9
3	Martin Kane, Private Eye (NBC)	5.8
DAY, SATURDAY (Average for All Programs)		(3.3)
1	Theatre of Today (CBS)	6.4
2	Grand Central Station (CBS)	6.1
3	Stars Over Hollywood (CBS)	5.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimates of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.
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KTXC, KFST CASE

Comr. Walker Hears

PROPOSED findings are due Jan. 15, 1952 in the license renewal proceeding involving KTXC Big Spring, Tex., and the construction permit revocation of KFST Fort Stockton, Tex. Hearings on the case took place Nov. 6-9 in Big Spring with Comr. Paul A. Walker as hearing commissioner.

At issue is whether the owners of the stations misrepresented their holdings. KTXC was granted to Leonard R. Lyon in 1949 and a license was issued the same year. Shortly before the license was issued, Mr. Lyon formed a partnership with local merchants V. T. and E. W. Anderson. This was later made into a corporation. In 1950 the station's license was assigned to the Big State Broadcasting Co. Later that year Mr. Lyon resigned as general manager of the station and an officer of the corporation. In March 1951 the FCC set the station's license renewal application for hearing, following a complaint from Mr. Lyon.

Station in Fort Stockton was granted in April 1950 to the same principals, but the CP was revoked in March 1951 when the FCC set KTXC's license renewal for hearing.

Big State Broadcasting Co. is now 85% owned by the Anderson brothers and 15% by Big Spring attorneys Clyde E. and George T. Thomas. Mr. Lyon's 33⅓% interest, for which it is alleged he never paid, was bought up at foreclosure sale by the Andersons.

EXCHANGE of smiles signifies change of hands of KFMV (FM) Hollywood studios. John H. Poole, (seated), currently constructing KBIG Avalon, Calif., signs paper by which he will acquire the former KFMV studios at 6540 Sunset Blvd. from Harry Maizlish, president of KFWB Hollywood [B•T, Nov. 12], who recently purchased them from Union Broadcasting Corp. of Calif. Cliff Gill (r), general manager of KFMV, handled negotiations for the double sale.

RCA FELLOWSHIP

New York U. Grant Set Up

A PRE-DOCTORAL fellowship in electrical engineering was established last week by RCA in the College of Engineering at New York U. The fellowship provides for an annual grant of $2,700.

Dr. Charles B. Jolliffe, vice president and technical director of RCA said that "the award will be known as the 'David Sarnoff Fellowship at New York University' in honor of the chairman of the board of RCA." Dr. Jolliffe added that selection of the first student to receive the fellowship will be made in February.

Needs Officers

1674TH TROOP Information & Education Unit (Tng), U. S. Army, through commanding officer Col. H. G. Hawley announced last week in New York that vacancies exist for qualified reserve officers primarily in radio, television and publication fields. Unit seeks officers in allied fields who desire Army assignments similar to their civilian occupations. Those reserve officers interested in further information are asked to contact Lt. Col. William McK. Spierer, Chief of Press Branch, c/o Metropolitan Sunday Newspapers, N. Y., Murray Hill 7-5200.

Central Ohioans Like to Wine and Dine..

$87 MILLION WORTH*

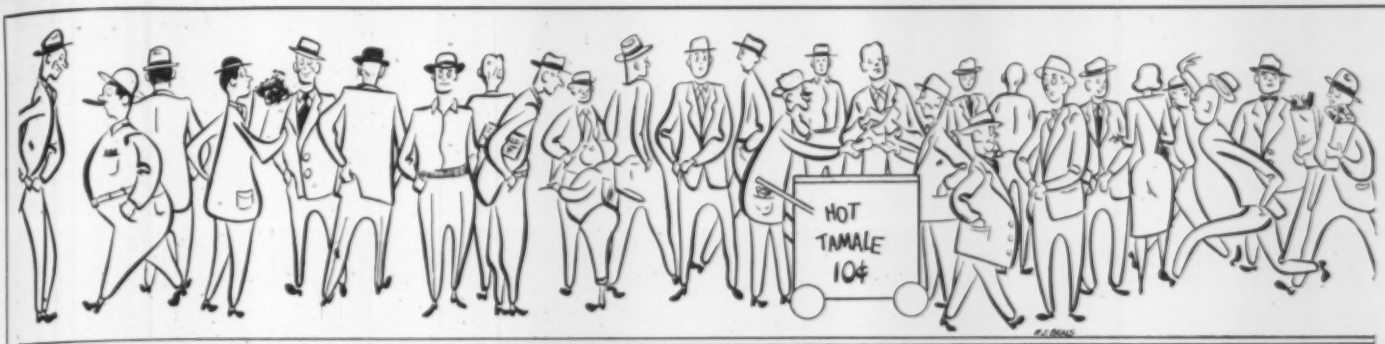
Central Ohioans ordered $87,741,000 worth of drinks and meals last year in restaurants and taverns. Why not make your mealtime beverage the "most asked for?" You can with WBNS, for Central Ohioans like to listen to this CBS outlet. They stay tuned because WBNS carries all 20 top-rated programs, day-and-night. (Latest Hooperatings). You also get more listeners than any other local station at a lower cost per listener. Write for rates and availabilities or contact your John Blair Representative.

CENTRAL OHIO'S ONLY **CBS** OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

* Source: '51-'52 SRDS Consumer Markets



Pants with Pockets are popular with Men in the KFAB area

By R. E. BYRD, Manager
Bond Stores, Inc.
Omaha, Nebraska

Pants with pockets in them are popular with men in the KFAB area, because it is the convenient way to carry money. Usually it is "folding" money or a check book, and is carried in the hip pocket. Frequently it is "change" and is kept in the side pocket. These men in the rich KFAB area reach for their money often—because they buy often.

There are thousands upon thousands of men in the Midwest Empire who listen to KFAB, the Midwest Empire Station. You may be one of the advertisers who uses KFAB and you know how intently those men listen to your messages. You may now be experiencing how loyally those men buy KFAB advertised products and services. If not, and you want to sell this money-minded market, and at a low cost, it will be to your advantage to learn more about men in the Midwest Empire and more about KFAB, the station that serves them.

There is an availability opening soon on KFAB that is in a time segment LISTENED TO MOST by men. Phone or wire and you will be given the interesting necessary facts and details.

THE MIDWEST-EMPIRE STATION
1110 KC.
KFAB
50,000 WATTS OMAHA BASIC CBS

Represented by FREE & PETERS Inc. – General Manager, HARRY BURKE

PICTURED at the meeting of Districts 3 and 6 of the CBS Affiliates in Columbus, Ohio, Oct. 30 are (l to r) Haydn R. Edwards, general manager, WBAY Green Bay, Wis.; Robert J. Burow, commercial, station and promotion manager, WDAN Danville, Ill.; Howard S. Meighan, president of CBS Radio, and Charles C. Warren, general and commercial manager, WCMI-AM-FM Ashland, Ky.

COMPARING notes at the CBS Affiliates meeting were (l to r) C. T. Lucy, general manager, WRVA Richmond, Va., and chairman of District 3; W. P. Williamson Jr., president and general manager, WKBN-AM-FM Youngstown, Ohio; L. Waters Milbourne, president, WCAO-AM-FM Baltimore, and William Rine, vice president and managing director, WWVA Wheeling, W. Va.

* * *

HALL ATTACKS COY

Cites Lamb Case

REP. LEONARD W. HALL (R-N. Y.), apparently unsuccessful in his initial attempt to bring about a Congressional probe of Ed Lamb of Toledo, broadcaster and publisher, has indicated he may press the matter further [B•T, Oct. 15 et seq.].

However, House Interstate & Foreign Commerce Committee Chairman Robert Crosser (D-Ohio) in effect deferred action with release Nov. 1 of a statement reporting FCC Chairman Wayne Coy's reaction to the charges levied.

This touched off a new statement by Rep. Hall who then directed his fire at Chairman Coy.

Rep. Hall said:

"The attitude of FCC Chairman Wayne Coy in the Edward Lamb case is all the more reason why the House Committee on Interstate & Foreign Commerce should conduct the inquiry I have suggested into Mr. Lamb's qualifications and activities.

Mr. Coy obviously feels that because the Commission has placed its seal of approval in the past on Mr. Lamb's record of affiliation with Communist front organizations, the Commission should continue to give its blessing to Mr. Lamb, regardless of how convincing the evidence may be.

Mr. Coy refuses to act unless some new evidence against Mr. Lamb is brought forth. But he fails to answer this all-important question: What's wrong with the detailed evidence already in the FCC's own file?

As long as the FCC continues to stick its head in the sand, there is more reason for the House committee investigation I have recommended. I intend to confer further with Mr. Crosser.

Committee in South America

Rep. Hall probably has had that chance since he along with the full committee have been in South America for an inspection of interstate commerce there.

Rep. Hall had requested the committee to ask FCC to withhold approval of a station purchase by Mr. Lamb and to consider an investigation into past and present activities of the broadcaster.

Chairman Coy, according to the committee head, "said that the criticism was a reiteration of statements made sometime ago when Lamb had other applications pending before the Commission."

Rep. Crosser said Mr. Coy felt that "unless some new probative and legal evidence were brought forth in reference to Mr. Lamb's qualifications, it would be an injustice to comply with the suggestion in Mr. Hall's letter."

Rep. Crosser said he would advise Rep. Hall of this discussion with Chairman Coy and "if he [Rep. Hall] has any significant evidence other than what has already been passed upon by the Commission, [I] will be glad" to have Rep. Hall furnish it to Chairman Coy so that the matter may be given "further careful consideration."

Asks Delay in Action

Rep. Hall's letter had been sent to Chairman Crosser urging the committee to ask FCC to hold back approval for Mr. Lamb's purchase of WHOO-AM-FM Orlando, Fla. In his letter, the New York Republican cited data concerning alleged affiliations of Mr. Lamb with certain organizations. These organizations, his letter alleged, were on the Attorney General's subversive list.

Subsequently, Mr. Lamb labeled the attack on him as "political" and asked to be called before the Congressional committee for a hearing.

Application for the approval of the purchase of WHOO-AM-FM Orlando, Fla., the *Orlando Sentinel* and *Star* to Mr. Lamb [B•T, Oct. 15] was filed with the FCC a fortnight ago. Mr. Lamb is paying $200,000 for the stations. He is now the owner of WTOD and WTRT (FM) Toledo, Ohio; WICU (TV) Erie, Pa., where he also publishes the *Erie Dispatch*, and WTVN (TV) Columbus, Ohio, where he is an applicant for an AM station.

CHATTING at the Columbus Athletic Club, where the meeting was held, are (l to r) Richard A. Borel, general manager, WBNS Columbus, who is secretary of the CBS Affiliates Advisory Board; Carl George, general manager, WGAR Cleveland, and Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville.

SCOOP SCOOPED

Newspaper 'Exclusive' Foiled

MACON and Atlanta newspapers thought they had a scoop on a $50 million Middle George Naval Supply Base but that was before Ben Chatfield, news director, and two night-side reporters of WMAZ Macon got busy.

On Nov. 3 Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, visited Macon and gave an "exclusive" to a Macon paper. Arrangements also had been made to let Atlanta have the story, with a 1 a.m. release. Efforts to reach Rep. Vinson were unsuccessful. But Mr. Chatfield, with Clarence Streetman and Lynn Utley, combed the town and came up with enough facts to piece the story together.

The story was carried in a 7 p.m. local newscast, more than four hours before newspapers with their "exclusive" hit the street. Mr. Chatfield commented, "Radio is still fighting an uphill battle in trying to get recognition as an equal of the papers in presenting the news. But I definitely feel that we are definitely fighting a winning battle."

POLITICAL TIME

Must Be on Ballot—FCC

IF A POLITICAL candidate can't be voted for, a radio station has the right to refuse him time on the air, FCC announced last week.

Decision was disclosed in a letter to the Socialist Labor Party of America which had complained against WHBC Canton, Ohio, for refusing to permit its candidate time on the air in the 1950 election.

In its Nov. 14 letter to Arnold Peterson, national secretary of the radical Socialist Labor Party in New York, the Commission called attention to the fact that section 315 of the Communications Act provided that broadcasters must afford equal opportunities to all legally qualified candidates for any public office in the use of their facilities.

The Commission found that the Socialist Labor candidate was not listed on the ballot and that had his name been written in, the ballot would have been invalid.

Therefore, said the Commission, since the candidate could not have been voted for, WHBC was within its rights in refusing time over its facilities.

'STALIN' SHOW

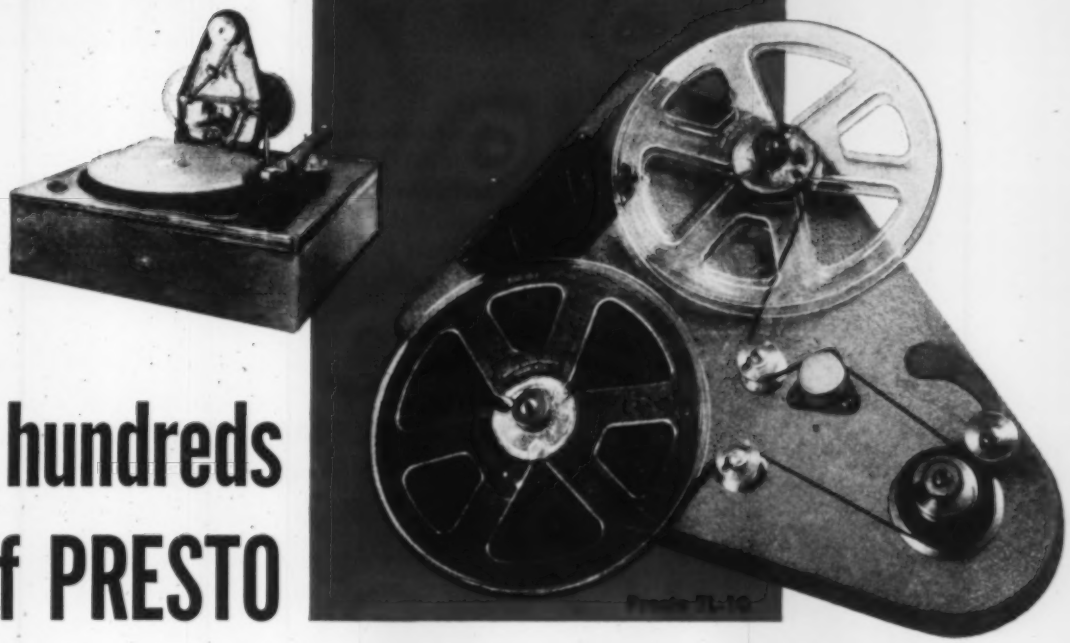
Jammed by Russians

THE WORDS were those of Premier Stalin but the voice that of an impersonator.

That was the situation last week as the Soviet radio jammed a special Voice of America Broadcast featuring one of its series of "interviews" with the Russian leader. The program was beamed behind the Iron Curtain but Soviet jamming tactics made the words indistinguishable to many listeners.

The Voice abstracted quotes from official documents of the Soviet premier in a make-believe interview to show that he made contradictory statements. The program originated in the U. S. and was relayed by stations in Munich, London and Tangier.

it's red hot!



hundreds of PRESTO

Turntable Tape Reproducers sold in the past six months!

Since its introduction last spring, sales of the new PRESTO TL-10 have surpassed even our expectations. The reason . . . it's an *inexpensive instrument that fills a definite need* in the nation's stations and recording studios. Look at the advantages listed below—then join the ranks of the hundreds of satisfied TL-10 users by calling your PRESTO dealer today.

- **Reproduces tape quickly and efficiently—without tying up a regular tape recorder.**
- **Easy to attach and remove from any standard 16″ turntable.**
- **No motor—turntable acts as motor.**
- **Can be plugged into any standard speech input equipment.**
- **Speeds of 7½″ and 15″ per second, response up to 15,000 cps.**
- **Easy to operate and maintain.**
- **Costs only $140.00 complete, but has reproduction quality and fidelity of a high priced machine.**

The TL-10 is an exclusive PRESTO product—made by the world's largest manufacturer of recording equipment and discs.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y. Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

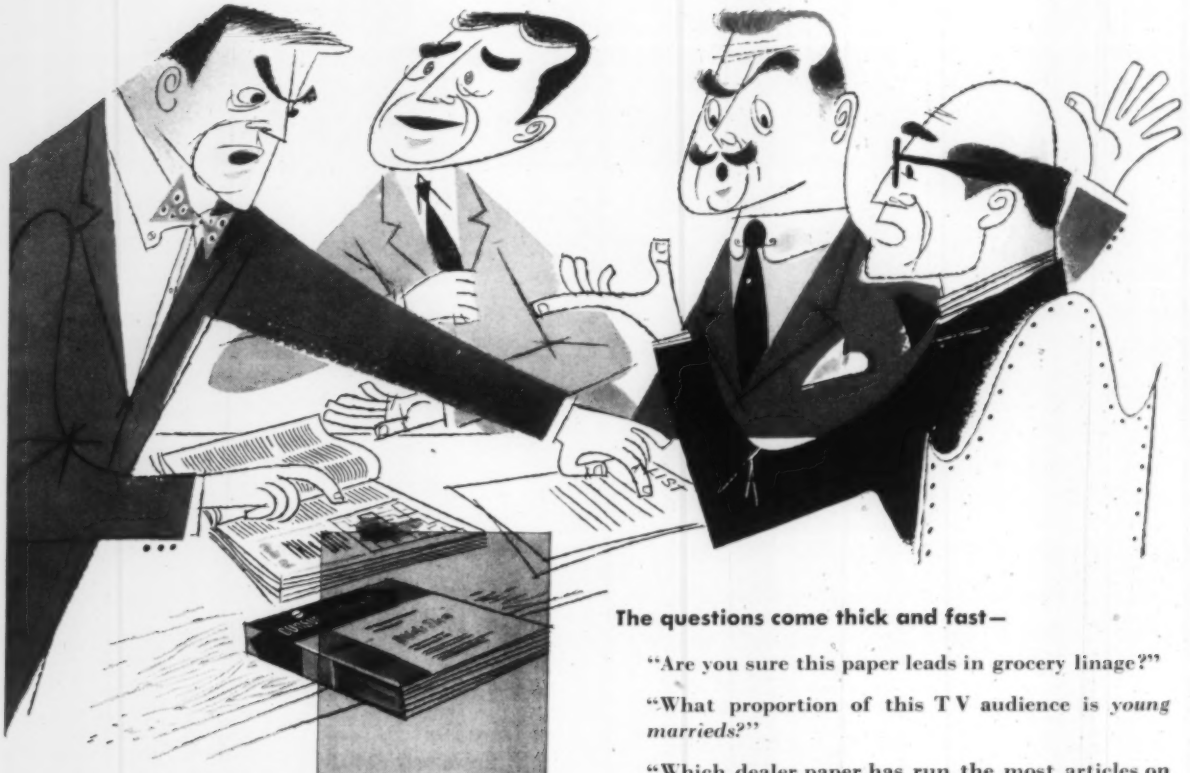
there's

conflict

in the conference room when a list is being checked!

The media buyers are on the spot. They've made up their list. They've dug up information, talked to space and time representatives, boned up on all the facts . . .

Now they've got to SELL their selections to the toughest buyers of them all—the account executives and top men in the agency. . .



The questions come thick and fast—

"Are you sure this paper leads in grocery linage?"

"What proportion of this TV audience is *young marrieds?*"

"Which dealer paper has run the most articles on clerk training?"

"Are per-capita drug sales higher in Boston than in Baltimore?"

"Don't *all* farm papers have Women's Sections?"

No time now to dig for that market analysis; to study voluminous material. The facts that count now are those the media men can *remember*, *for sure*, and those they can lay their hands on, *fast*.

That's why they take Standard Rate and CONSUMER MARKETS right into the conference room!

There they have at hand quick sources of reliable information . . . facts assembled and organized by the experienced staffs of Standard Rate & Data and CONSUMER MARKETS.

The Los Angeles trading area? Industrial wages in Illinois? A map of Denver? Drug sales in Baltimore? They flip the pages of CONSUMER MARKETS; come up with accurate answers.

Circulation? Rates? Occupational breakdowns of business publications? They turn to the monthly SRDS books; scan the *standard listings*.

But some questions cannot be answered by *standard listings!*

"Which newspaper has the better out-of-city circulation?"

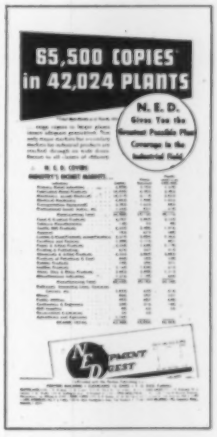
"How does this station promote its programs?"

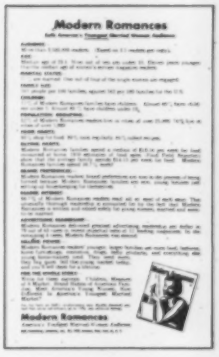
"What business paper leads in the top 25,000 plants?"

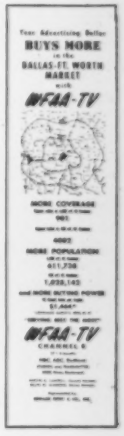
"What is the trend in magazines for men?"

These are not standard questions. They require comparative answers. They demand not facts, but analyses of facts. And this is where Service-Ads in Standard Rate and in CONSUMER MARKETS come to the rescue. For this is the kind of information that 1041 publishers and station operators put into the space they took next to their SRDS listings last year; next to their market data in CONSUMER MARKETS.

In the First 8 Months of 1951 the
CHICAGO DAILY NEWS is
AGAIN FIRST
FIRST IN RETAIL
FIRST IN GENERAL
FIRST IN TOTAL
in GROCERY ADVERTISING
WITH 2,520,220 LINES
This was 43.5% of all Food Advertising Appearing in Chicago Daily Newspapers
CHICAGO DAILY NEWS





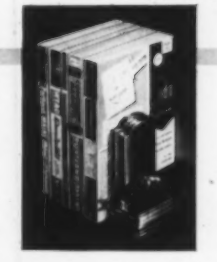


Service-Ads not only help busy media buyers BUY . . . they help them SELL!

s r d s

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function



Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES • LONDON

publishers of **consumer magazine** advertising rates and data • **business publication** advertising rates and data • **national/regional network** radio and television service • **radio** advertising rates and data • **television** advertising rates and data • **newspaper** advertising rates and data • **transportation** advertising rates and data • **A.B.C. weekly newspaper** advertising rates and data • **consumer markets,** serving the market-media selection function • **CM analyst,** the monthly market data interpreter

Apple Pie Johnny

(Continued from page 28)

County youngster in grades 1 to 6 into the competition.

The only commercially sponsored affair recognized by the Cleveland school boards, this "audible impression" art contest extracted six top entries from 84 participating schools in 1951. There were 489 final entries, selected from among the work of all Cleveland school children by their art teachers.

When the winners of the art contest are selected, the results are announced to the press and the work of the winners is placed on exhibit throughout the year at Greater Cleveland and Cuyahoga County public libraries. Clark Restaurants, menus are included among these displays.

4. *Birthday Club* — Apple Pie Johnny also is the key personality in another clever Clark's promotion—Clark's Birthday Club, a feature offered exclusively over *Fairytale Theatre*.

Children are invited to join the Birthday Club via commercials on *Fairytale Theatre*. They ask for a registration card in any one of the 15 restaurants. They must be accompanied by at least one adult when they register, so Birthday Club registrations prove a real business getter.

In the two years that the Birthday Club has been under full steam, more than 19,000 youngsters have taken advantage of the offer over WGAR.

When the child's birthday comes along, he receives a letter from A. Y. Clark enclosing a free guest check for the birthday meal and some small novelty such as a balloon, pennant or Birthday Club button. When the child comes in to celebrate with a birthday meal, Clark's present a cupcake, frosted with whipped cream and topped with a birthday candle.

Birthday Registrations Attract New Friends

Since no child comes in alone to claim its birthday meal, extra business (an average of two-plus per party) results. Annual registration is required, so repeaters bring added business.

This promotion serves as a good check on the success of the radio program, since it is mentioned on WGAR's *Fairytale Theatre* only.

5. *Esther Mullin's Personal Appearances* — Because WGAR's Esther Mullin also conducts a Monday through Friday domestically slanted show called *Ladies Day*, 9:45-10:00 a.m., she has wide acceptance with the women's leadership groups in Cleveland. She makes an average of three public appearances a week.

6. *Group Attendance at* Fairytale Theatre — Following each broadcast of *Fairytale Theatre*, for which organized groups such as Cubs, Brownies and so forth have booked months in advance, Esther Mullin gives the children in attendance an orientation to radio broadcasting.

Esther Mullin auditions and trains all of the talent for her show and is always encouraging and scouting potential amateur performers.

More than 15,000 youngsters have taken advantage of the opportunity to watch Esther Mullin in action with her kids in WGAR studios.

Esther Mullin has well-defined ideas about what she is doing with her budding talent. She is a great believer in radio over television for amusement as well as education of youngsters. She argues that radio drama stimulates children and forces them to use their imaginations as no other medium can.

Esther Mullin's youngsters are as fresh as wind-blown corn because she is constantly adding new aspirants to her casts. As well, she is turning out a professionally trained product that she believes is superior to those brought up in a sub-intellectual, "song-and-dance" routine training element.

When *Fairytale Theatre* performers are graduated from high school, their dramatic development as far as WGAR is concerned is finished. Almost 100% have moved on to similar work at universities and colleges.

Proteges Go On To New Heights

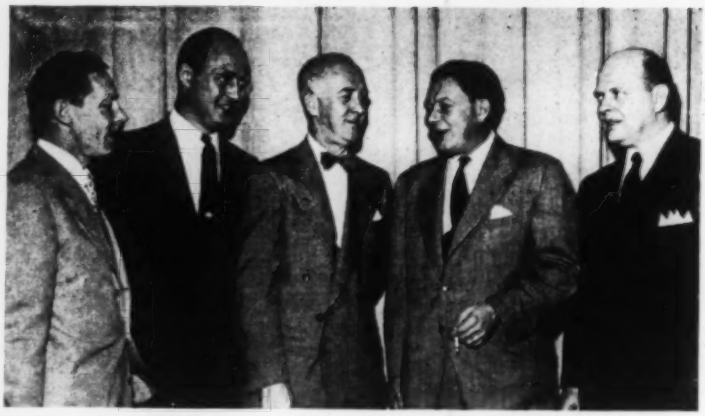
None of Esther Mullin's *Fairytale Theatre* proteges have hit the top but Eleanor Parker of her Cleveland Playhouse days is starring in a "Millionaire for Christy" with Fred MacMurray. One of her present proteges, however, has won a Fulbright award and is studying in Paris under the scholarship.

Esther Mullin got her dramatic background from 12 years as founder and director of Children's Theatre at the Cleveland Playhouse.

Married and the mother of two children, she has been a member of the Executive Board of the P.T.A.

Carrying an extremely virile radio voice to the microphone, Esther Mullin narrates portions of *Fairytale Theatre* and works actively on the studio floor to draw the emotion out of her charges. Husband Harry Pollack sits in the engineer's booth and directs part of the operation.

It's no wonder that out-of-home auto listening in Clark's Restaurant parking lots is at a premium from 12:30-1 p.m. every Sunday. Weather permitting, youngsters and their parents may be seen leaving their autos to enter the restaurants when Apple Pie Johnny signs off another episode of *Fairytale Theatre*.



DISCUSSING recent changes made in the ABC West Coast executive setup are (l to r): Matt Barr, newly appointed sales manager, network's Los Angeles radio station KECA; Amos Baron, new manager of KECA; Gayle Grubb, general manager of KGO San Francisco, appointed vice president of network; Robert E. Kintner, ABC president; William Phillipson, new director, ABC Western Division.

AGENCIES MERGE

Lockwood Heads New Firm

MERGE of Lockwood-Shackelford Co., Inc., Los Angeles and San Francisco, with Hixson & Jorgensen, Inc., Los Angeles, was announced last week, effective immediately. Combined firm will be known as Hixson & Jorgensen Inc.

Russell N. Lockwood, formerly president, Lockwood-Shackelford, becomes vice president of the new corporation. Mr. Shackelford retired from agency about a year ago because of ill health. Robert M. Hixson and Kai Jorgensen are other agency principals.

It is expected the merged agency in the near future will headquarter in the present Lockwood-Shackelford Bldg., 2001 Beverly Blvd., built three years ago by the 39-year-old agency. Present operations remain in Hixson & Jorgensen offices, 600 St. Paul Ave. Among L-S accounts are Kern Food Products Inc., Los Angeles.

MOTOROLA Inc., Chicago, reported sales and net income for the first nine months ending Sept. 30 were lower than for same period last year. Net profit was $5,327,442 equal to $6.06 per common share, contrasted with $8,063,093 or $9.17 per share last year.

CANADIAN RADIO

Freedom Restraints Hit

CANADIAN government apparent restrictions upon dissemination of news and information by radio stations were attacked again last week by Thomas J. Allard, general manager, Canadian Assn. of Broadcasters.

Mr. Allard made his attack in a five-page, single-spaced typewritten letter to Luis Franzini, president, The Inter-American Press Conference, c/o El Dia, Montevideo, Uruguay.

"We are extremely interested in published reports of the recent Inter-American Press Conference in Montevideo," wrote Mr. Allard, "and in the report of the Freedom of the Press Committee of the Inter-American Press Assn."

In reference to a committee statement, Mr. Allard commented that he could not share in the committee's conviction "that there is freedom of the press in Canada in light of the fact that grave restrictions exist upon the dissemination of news and information through the broadcast media."

Mr. Allard said that the statute law of Canada provides for:

(1) Absolute control of everything that is broadcast over the radio in Canada by whatever government may happen to exist at the time.

(2) No right to freedom of expression over radio. Every discussion, expression of opinion, suggestion and criticism over radio in Canada is permitted only under rigid rules subject to alteration or termination without consultation, without compensation and without appeal.

"Part of the cause for our concern might be removed if there were any indication that events would lead to mitigation of present circumstances," Mr. Allard said.

He added, however, that a recently-appointed commission recommended continuation of the present system. The commission, as outlined by Mr. Allard, made several recommendations imposing stringent control over non-government broadcasters.

"Substantially the same recommendations are made in regard to television, a medium in which it appears that non-government stations will not be allowed to participate," he stated.

Mr. Allard also wrote to Mr. Franzini that "I sincerely hope that you will bring this letter to the attention of your associates in the Inter-American Press Conference, and particularly to the Freedom of the Press Committee of your association."

ALA Elects Stout

REX STOUT was elected president of Authors League of America, to succeed Oscar Hammerstein II, in a vote taken by mail during the first two weeks of November. Evelyn Burkey, assistant executive secretary, announced last week. Vice presidents will be voted on later when constitutional changes can be effected through a mail vote.

SENATOR ESTES KEFAUVER'S "REPORT FROM WASHINGTON" IS ON WLAC EVERY WEEK.

• • •

GOVERNOR GORDON BROWNING USES WLAC FREQUENTLY IN REPORTING FROM STATE CAPITOL.

• • •

NASHVILLE'S MAYOR BEN WEST IS GIVEN READY ACCESS TO WLAC MICROPHONES.

• • •

CHAMBER OF COMMERCE PRESIDENT W. H. HACKWORTH CRUSADES FOR CIVIC IMPROVEMENTS ON WLAC

• • •

Thanks Everybody!

ON OUR 25TH ANNIVERSARY

Thanks, everybody! Those two words express just the way we feel toward the people who have made possible WLAC's 25 happy, prosperous years of broadcasting.

Of course we mean the advertisers—there were none in 1926, nearly 200 in 1951. But, we also are thinking of the millions of plain, ordinary citizens who listen to our station—especially the 932,500 who wrote us last year.

Thanks to the Columbia Broadcasting System for giving us "radio's best" in programming, programs that brought us to the top in Hooperatings.

And, in equal measure, our appreciation goes to the government officials who used our station for keeping the public informed on matters pertaining to the general welfare . . . the schools, the churches, the charitable organizations and the U. S. Service organizations. Each has helped to spread the story of WLAC's operation "in the public interest".

And so, on this our 25th anniversary, we want to make known our feeling of gratitude by voicing that familiar, old-fashioned American expression, "Thanks, everybody!"

WLAC

J. T. WARD, Owner — F. C. SOWELL, Manager

50,000 WATTS • CBS • NASHVILLE, TENN.

Represented Nationally by the Paul H. Raymer Co.

WLAC'S "GARDEN GATE", 11th YEAR ON CBS, IS NATIONWIDE "BILLBOARD" FOR NASHVILLE.

ANDY WILSON, ONE OF WLAC'S MANY ARTISTS, PULLED 22,832 LETTERS IN 2 WEEKS

MARY MANNING'S "INTERESTING PEOPLE" SHOW IS FIRST CALL FOR VISITING CELEBRITIES. (PHIL HARRIS)

IN THE NATION, THE STARS' ADDRESS IS CBS. IN NASHVILLE, THIS MEANS WLAC.

Some agencies and advertisers have been unwittingly turning up the wrong answers through methods of interpreting B M B figures which fail to eliminate the frequently misleading *popularity factor.*

This organization has developed a method of using B M B figures which keeps the record straight on this important point —and is therefore uniformly fair to all types of stations, whether NBC, CBS, ABC, Mutual or Independent.

We will welcome the opportunity to demonstrate the value and soundness of this method to agencies and advertisers anywhere.

Adam Young Inc.

RADIO STATION REPRESENTATIVE
22 EAST 40th STREET • NEW YORK 16, N. Y.
NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

IOWA LISTENING

Dr. Whan Finds Over 20% Rise

RADIO listening in Iowa has increased more than one-fifth since 1949 though 11.8% of radio-equipped families have bought TV sets, according to the 1951 Iowa Radio Audience Survey conducted by Dr. Forest L. Whan, U. of Wichita.

An increase in audience is shown for every quarter-hour from 5-8 p.m. despite TV, according to the survey conducted for WHO Des Moines. It is the 14th annual study of Iowa viewing.

Analyzing the evening audience, Dr. Whan found that "the average quarter-hour increase in 1951 over 1949 was 10.2% of all radio-equipped homes—or was 28.8% increase per quarter-hour over the 1949 listening audience" (see table). Comparisons with 1949 are not available for the hours after 8 p.m. because figures for these hours were not gathered in 1949.

Similarly the morning audience shows an average increase of 6.1% of all radio homes, or 22.2% figured on a basis of 1949 listeners only. This is described by Dr. Whan as "a sizable bonus for those using radio."

The morning increase ran as high as 11.6% of 1949 radio homes at 6:45 a.m. and 11.5% at 7:45 a.m. A similar rate of increase is shown for Saturday mornings, 6.4% of all radio homes or an average 21.7% increase in audience per quarter over the 1949 audience.

The Whan study shows a decrease in listening during 13 afternoon quarter-hours and a slight increase at seven others. However the average quarter-hour decrease between 1949 and 1951 was 0.9% of radio homes, or only 2.3% decrease per quarter-hour over the 1949 audience. This afternoon decline was only a small fraction of the percentage of increase in morning and evening listening.

Radio homes in the state in 1951 comprised 98.9% of all homes, the same as in 1950, according to the Whan study. This figure compared to 91.4% in 1940. It was found that 50.3% of all radio homes have two or more radios, with 15% having three or more sets. Only about one home in five had more than one set in 1940.

FM Ownership

As to FM ownership, the study shows the number of radio homes having FM increased from 2% in 1948 to 7.7% in 1949, 13.4% in 1950 and 15.3% in 1951. The concentration is highest among urban areas. It was found that 13.7% of all radio homes had AM-FM combination sets, with 0.8% having FM-only sets and 1.4% TV-FM combination sets. Of the TV sets, 11.6% were TV-FM combinations.

Ownership of TV sets in Iowa increased from 1.7% of radio homes in 1950 to 11.8% in 1951.

Analyzing auto sets, Dr. Whan found that 62.7% of families owning cars had them equipped with radio sets, compared to 58.1% in 1950 and 51.9% in 1949.

In Iowa barns, 14.6% of farmers owning barns have radios in them compared to 12.5% in 1949.

A study of homes with both AM and FM showed that 21.1% of such families used the FM equipment five to seven days each week; 14.7% used it three or four days; 9.4% two days; 9.9% only one day each week; 13.2% less than once per week; 31.7% never use it.

Of those saying they liked FM better than AM at times, 64.4% cited improved reception and 35.1% program differences. The program differences included 13.4% who credited sports and 7% who simply said "better programs."

Probing the reasons for failure to use FM sets, the survey found 29% non-users said they were satisfied with AM or listened to AM as a "habit." Other reception troubles included lack of outside antenna in 14.8% of cases while 9.2% cited poor reception and nearly 20% cited tuning trouble.

Dr. Whan asked Iowans if they prefer to get news from radio or TV. He found that 60.0% like newscasts best on radio, 34.3% on TV, 5.3% haven't a choice and 0.4% don't know which. He found that 61.3% of women prefer news via radio compared to 56.8% of men who feel that way.

The respondents were asked to list other types of programs liked better on radio than TV. Among programs listed, in order of preference on radio, were music, serial dramas, popular music, sports broadcasts, complete dramas. The percentages of those preferring these programs on radio range downward from around 10%.

Replying to the general question, "Are any other types of programs better on radio than on TV," 20% answered yes, 68.2% no and 11.8% don't know.

* * * *

COMPARISON OF 1949 AND 1951 AUDIENCE

(Percentages of all questioned in radio-equipped homes)

	EVENING* 1949 Survey	1951 Survey	1951 Increase
Per Cent of all listening at:			
5:00- 5.15 p.m.	27.5%	35.5%	8.0%
5:15- 5:30	26.6	33.7	7.1
5:30- 5:45	27.4	34.9	7.5
5:45- 6:00	17.5	36.1	18.6
6:00- 6:15	34.2	48.8	14.6
6:15- 6:30	35.0	50.2	15.2
6:30- 6:45	42.0	53.0	11.0
6:45- 7:00	39.0	51.2	12.2
7:00- 7:15	44.2	56.0	11.8
7:15- 7:30	45.3	54.4	9.1
7:30- 7:45	49.0	51.8	2.8
7:45- 8:00	45.1	51.2	6.1
8:00- 8:15	—*	60.4	—
8:15- 8:30	—*	59.5	—
8:30- 8:45	—*	58.4	—
8:45- 9:00	—*	56.6	—
9:00- 9:15	—*	67.0	—
9:15- 9:30	—*	67.0	—
9:30- 9:45	—*	66.7	—
9:45-10:00	—*	67.2	—
Average Quarter-Hour Increase, Per Cent of All			+10.2%
Average Quarter-Hour Increase, Per Cent of 1949 Audience			+28.8%

* Table is based on adult listening only. Figures not gathered for hours from 8 to 10 in 1949.

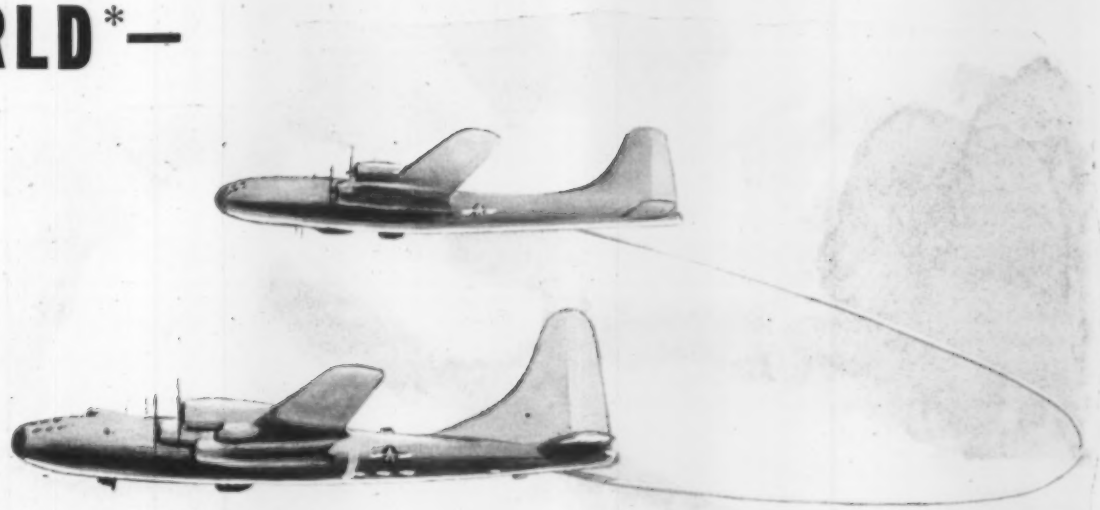
	AFTERNOON** 1949 Survey	1951 Survey	1951 Increase or Decrease
Average interviewed per quarter-hour	(2,089)	(2,152)	
Per Cent of all, who were listening at:			
12:00-12:15 p.m.	48.4%	53.4%	+ 5.0%
12:15-12:30	50.1	53.4	+ 3.3
12:30-12:45	54.5	52.6	— 1.9
12:45- 1:00	49.1	49.0	—
1:00- 1:15	39.2	37.1	— 2.1
1:15- 1:30	39.1	36.1	— 3.0
1:30- 1:45	39.1	34.8	— 4.3
1:45- 2:00	38.6	34.6	— 4.0
2:00- 2:15	31.9	30.4	— 1.5
2:15- 2:30	31.9	30.2	— 1.7
2:30- 2:45	31.6	31.8	+ 0.2
2:45- 3:00	31.7	31.8	+ 0.1
3:00- 3:15	31.2	29.3	— 1.9
3:15- 3:30	30.3	28.7	— 1.6
3:30- 3:45	30.3	28.1	— 2.2
3:45- 4:00	30.6	28.3	— 2.3
4:00- 4:15	29.2	29.7	+ 0.5
4:15- 4:30	29.1	29.1	—
4:30- 4:45	29.2	29.5	+ 0.3
4:45- 5:00	29.6	29.7	+ 0.1
Average Quarter-Hour Decrease, Per Cent of All			— 0.9%
Average Quarter-Hour Decrease, Per Cent of 1949 Audience			— 2.3%

** Table is based on adult listening only.

	MORNING*** 1949 Survey	1951 Survey	1951 Increase or Decrease
Average interviewed per quarter-hour	(2,421)	(2,239)	
Per Cent of all, who were listening at:			
5.00- 5:15 a.m.	2.6%	3.3%	+ 0.7%
5:15- 5:30	2.5	3.1	+ 0.6
5:30- 5:45	3.5	4.8	+ 1.3
5:45- 6:00	3.8	5.9	+ 2.1
6:00- 6:15	13.9	18.7	+ 4.8
6:15- 6:30	13.3	19.0	+ 5.7
6:30- 6:45	16.1	25.8	+ 9.7
6:45- 7:00	15.7	27.3	+11.6
7:00- 7:15	34.2	45.5	+11.3
7:15- 7:30	34.5	44.1	+ 9.6
7:30- 7:45	37.5	47.9	+10.4
7:45- 8:00	35.0	46.5	+11.5
8:00- 8:15	37.8	46.9	+ 9.1
8:15- 8:30	36.8	44.6	+ 7.8
8:30- 8:45	35.8	43.9	+ 8.1
8:45- 9:00	35.4	43.8	+ 8.4
9:00- 9:15	33.0	41.9	+ 8.9
9:15- 9:30	32.9	41.7	+ 8.8
9:30- 9:45	33.2	40.9	+ 7.7
9:45-10:00	33.1	41.0	+ 7.9
10:00-10:15	34.8	37.7	+ 2.9
10:15-10:30	34.8	37.0	+ 2.2
10:30-10:45	34.3	36.0	+ 1.7
10:45-11:00	34.4	35.8	+ 1.4
11:00-11:15	35.7	38.0	+ 2.3
11:15-11:30	35.2	38.1	+ 2.9
11:30-11:45	34.9	39.8	+ 4.9
11:45-Noon	35.0	40.6	+ 5.6
Average Quarter-Hour Increase, Per Cent of All			+ 6.1%
Average Quarter-Hour Increase, Per Cent of 1949 Audience			+22.2%

*** Figures are for adults only.

YOU MIGHT FLY NON-STOP AROUND THE WORLD*—



BUT . . . YOU NEED THE FETZER STATIONS TO REALLY BOMBARD WESTERN MICHIGAN!

WKZO-WJEF and WKZO-TV are the best radio and television buys in Western Michigan, *and here's the proof!*

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been consistent leaders in their home cities for years. They deliver about 57% more listeners, at 20% less cost, than the next-best two-station choice in Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with big increases since 1946 in unduplicated *rural* audiences, too—up 52.9% at night, 46.7% in the daytime! In the Grand Rapids area, *alone*, WKZO-WJEF have an unduplicated coverage, night and day, of more than 60,000 families.

WKZO-TV is the official Basic CBS Outlet for Kalamazoo and Grand Rapids. A new 24-county Videodex Diary study made by Jay and Graham Research Corporation proves that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than television Station "B". The WKZO-TV market is BIG—five cities, with an effective buying income of more than two billion dollars!

Get the whole Fetzer story today. Write direct or ask your Avery-Knodel representative.

*The United States Air Force did, in February, 1949.

WJEF tops in GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV tops in WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops in KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Research 'Battle'

(Continued from page 27)

said double-checking had indicated this is not true).

Mr. Sindlinger, who operated Radox in Philadelphia for two years and has now redesigned the system and plans to offer it to Philadelphia stations for ownership by them and himself, said that two years ago he reached the conclusion "that the 'rating concept' and the *use* of 'ratings' needed checking much more than which rating service produced the most accurate results." Work in subscription TV for Paramount Pictures during the past year has reinforced that conviction, he added.

Suggest Imitation

High ratings indicate popularity and therefore suggest imitation—"more of the same," he declared, asking: "Does progress stem from imitation? Do new ideas? Has radio grown in stature because of imitations?"

He continued:

"If we polled all of the people in this room right now who read Walter Winchell's column today, he would probably get a popularity rating figure of from 5 to 10%. Do any of you consider that 5 or 10 rating indicates the true circulation of Winchell's column among those in this room? Yet you evaluate his radio program by quoting his 'rating,' don't you? How many of you . . . buy a newspaper or magazine campaign based on its Starch rating?

"Then is it common sense for radio and television to be evaluated on the basis of their 'ratings' which reveal only the competitive standing of one program against another, while they completely obscure the truly important point—the circulation achieved through the power of radio and television? In advertising you are after circulation, aren't you?"

Mr. Sindlinger cited a Radox study to show that of three programs which had ratings of 20, 10, and 5, respectively, the one with 20 reached a cumulative circulation of 600,000 in a 13-week period, while the one with 10—half as high as the first program, in rating — reached a cumulative audience of 500,000 in the same period and the one with only a 5 rating reached 300,000 in those 13 weeks.

"It is true," he said, "that Mr. 'C' did not reach as many people as Mr. 'A', nor did he hit them as often with his sales message. But he would have to have a very bad product, and terrible commercials, not to feel a sales effect with 36% circulation [360,000 out of 1,000,000 TV homes]. Could it be that this is why some low rating programs sell merchandise?" He continued:

"Looking at it from the human aspect, on the popularity basis, Mr. 'C' with his 5 is one-quarter as good as Mr. 'A' with 20. But on his circulation basis, Mr. 'C' is more than one-half as good with his lousy little 5 as big Mr. 'A' with his 20—because 360,000 is more than half as many as 600,000.

"It is our carefully considered opinion that the present 'rating concept,' which shows only the popularity standing of individual programs, and the use of the popularity 'rating' in the 'buying' and 'selling' of broadcasting are completely distorting the power of broadcasting — the way it really works."

Mr. Sindlinger said he did not recommend that ratings should be discarded, but rather that broadcasting cease to evaluate itself on ratings and use ratings "solely for the building of programs."

Under questioning from the floor, the three panel members listed costs for their respective services as follows:

Service Costs

Pulse TV—about $200 a month for stations; $25 for advertisers.

ARB—about $215 a month for stations; $65 a month for agencies on a one-month basis, or $55 a month on 12-month basis.

Radox—to be offered to Philadelphia stations at rates equivalent to one hour of prime TV time per month for 12 months, to set up the service and get it into operation. (No charge set up for advertisers and agencies on the theory that it is a station's duty to keep them informed of its circulation.)

As redesigned, Mr. Sindlinger said, Radox can "produce basic cumulative circulation reports without the use of present costly, time consuming tabulation methods." He said "we propose a new simplified and understandable daily report showing one basic cumulative circulation figure for a station by 15-minute time periods," with reports to be delivered "within hours, not weeks."

Presiding over the meeting was Franklin Roberts of Will Roberts Adv., Philadelphia, vice president of the TAP. WCAU Philadelphia Vice President Robert Pryor introduced Mr. Jordan. The meeting was held at Philadelphia's Poor Richard Club.

FREE SPEECH VICTORY IN IOWA

KRNT Wins Sportscasting Fight

KRNT Des Moines rejoiced last week after leading other Iowa stations and newspapers in a victorious fight against a broadcaster's right to speak freely.

Al Couppee, KRNT sports director, had been barred from future broadcasting of Iowa State High School Basketball Tournament broadcasts for his criticism of officiating and crowd booing at a tournament last spring.

There reportedly had been an agreement — now superseded — signed by all broadcasters committing them to air only "factual accounts" of association-sponsored events.

The association last May charged that KRNT's broadcast of the state high school basketball tournament included criticism of officials and association policies in violation of this agreement.

As a result, Mr. Couppee was barred from participating in a WOI-TV telecast of the state high school track meet at Ames.

According to Joe G. Hudgens, KRNT promotion manager, WOI-TV had invited Mr. Couppee to participate but withdrew the invitation after the association threatened denial of telecast rights.

Robert Dillon, KRNT general manager, got busy. He alerted the press as to what the association's action represented and got a letter out to all Iowa station managers.

The result was the naming of William B. Quarton, general manager of WMT Cedar Rapids, as acting chairman of a hurriedly-called meeting of broadcasters. At the meeting an Assn. of Iowa Broadcasters was formally set up.

A committee was formed to arrange for a revision of regulations on sportscasting of high school athletic events. The committee was composed of Edward Breen, president and general manager of KVFD Fort Dodge; H. B. Hook, manager and commercial manager, KGLO Mason City, and Douglas B. Grant, program manager, WMT.

As a result of pressure from both newspapers and radio stations, a satisfactory agreement has been worked out, one which the broadcasters' association readily ratified.

The bar against Mr. Couppee was lifted and the new agreement does not limit to "factual accounts" the broadcaster's description.

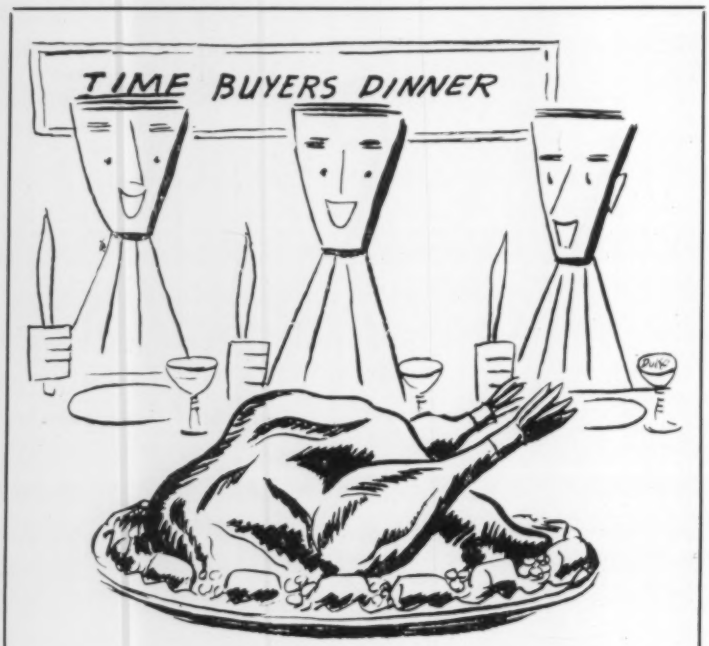
In addition, there is a provision in the new agreement to set up within the broadcasters' group a committee to which complaints may be registered against any broadcast.

OPPOSE SECURITY ORDER

Mo. AP Group Names Two

RESOLUTION requesting President Truman to withdraw his order on censorship to federal agencies was adopted at annual meeting of Missouri Assn. of Associated Press Broadcasters in Jefferson City Nov. 11. Group also voted to conduct a contest among members during coming year, awarding monthly $10 prize to radio news correspondent for best coverage to AP.

State Chairman Jim Monroe, news director of KCMO Kansas City, and Vice Chairman Sam Burk, manager KIRK Kirksville, were re-elected at the meeting attended by representatives of 16 member stations of AP.



. . . . and thanks for

ABC **WREN** 5000 WATTS

TOPEKA

Weed and Company, National Representatives

RADIO CRIME FIGHTERS TAKE TO TAPE!

Prove their case with dramatic on-the-spot recordings

"THE NATION'S NIGHTMARE," CBS series on criminal empires in America, attracted such wide acclaim that several broadcasts in the series were re-run. Irving Gitlin (above) produced the series from tape recordings made in gambling houses and numbers stations, aboard ships and in private homes all over the country.

Radio has a new, vivid way of awakening the American public to the dangers of organized crime. Thanks to the wonders of tape recording, listeners hear the actual voices of criminals and victims, police and witnesses as they tell their stories in their own words.

"Scotch" Sound Recording Tape is ideal for any kind of documentary program. Tape goes everywhere, hears everything, reproduces it with matchless fidelity. Recordings can be transferred from tape to tape without loss of quality; the same tape can be used countless times (each recording automatically erases the preceding one). Editing is easy, too. Unwanted portions are merely scissored out and the remainder spliced with "Scotch" Splicing Tape.

Want help with your recording problems or tips on production savings you can make with tape? Address Dept. BT-111, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a Sound Engineer call on you immediately.

SMOOTHLY-PACED PROGRAMS are guaranteed, production problems simplified with "Scotch" Sound Recording Tape. Changes can be made and dubbed in without re-assembling the entire cast; shows can be recorded a portion at a time; fluffs and miscues can be edited out; programs can be timed exactly.

"SCOTCH" Sound Recording Tape gives you these EXTRA construction features . . .

- **REEL TO REEL UNIFORMITY**—controlled coating assures consistent output.
- **THINNER CONSTRUCTION**—resists temperature and humidity changes.
- **NO CURLING OR CUPPING**—tape lies flat on recording head unaffected by humidity.
- **UNIFORM TAPE SURFACE**—no "drop-outs" on recordings due to surface irregularities.
- **LONGER TAPE LIFE**—special lubricating process reduces friction.
- **GREATER SENSITIVITY**—more output on your present machine setting.

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the *lubricated* tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major radio networks and for master recording by leading record companies.

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

front office

PAUL B. SALINER appointed general manager WLIO East Liverpool, Ohio. Mr. Saliner assumes controlling stock in corporation. He has served as producer-director, writer, actor and announcer at several Chicago stations, in addition to being active in advertising field.

Mr. Saliner

CHARLES H. HELLIWELL, radio TV director Mathisson & Assoc., Milwaukee, to sales staff MBS Central Div.

DON HINE, production director KNXT (TV) Los Angeles, named production administrator. In new post Mr. Hine heads up all production facilities of station as well as being responsible for purchasing of film.

EDWARD W. PARO to ABC Chicago, as network radio salesman. He was with KMOX St. Louis and Texas State Radio Network.

JORY NODLAND, sales manager of WNMP Evanston, Ill., to sales staff WMAQ Chicago.

TOM HAWLEY, account executive in New York office, CBS Radio Spot Sales, appointed account executive on network sales staff of CBS Radio, effective immediately.

EDWIN J. KASPAR, radio sales division NBC Chicago, to sales staff WOR-TV New York, as account executive. Mr. Kaspar will be headquartered in station's Chicago office.

ROBERT RUDOLPH, assistant research director Associated Merchandising Corp., N. Y., to sales staff of John H. Perry Assoc., national radio and newspaper advertising representatives, same city.

HAROLD E. SHEFFERS named general manager WUST Washington, D. C.-Bethesda, Md. He was with WOL Washington from 1933 to 1942, served in the Navy during last war and became sales manager WTTG (TV) Washington.

HIL F. BEST appointed exclusive national representative by WUST Washington, D. C.-Bethesda, Md.

NEALE V. BAKKE, local sales manager WTMJ-AM-TV Milwaukee, appointed sales manager. He will supervise national as well as local sales.

Mr. Bakke

JACK BAKER, George D. Close Inc., S. F., to Branham Co., S. F., advertising representative firm, to handle radio and television advertising.

GILBERT LIDDLE, partner CKCR Kitchener, named president and general manager, succeeding the late **CLYDE MITCHELL. JIM MITCHELL,** a son, named commercial manager.

SHIRL EVANS program manager WXLW Indianapolis, transfers to sales staff.

HARRY MINKOFF named to sales staff WKBS Oyster Bay, N. Y., as account executive.

HUGH B. DUNBAR, commercial manager WKIC Hazard, Ky., appointed to sales department WHAS Louisville, Ky.

JOSEPH SERGIO, chief accountant WISN Milwaukee, appointed business manager.

ALFRED E. BURK appointed to sales staff WBAL Baltimore. He was with WITH Baltimore and General Electric Supply Corp. of Baltimore and Wilmington.

Mrs. RITA BURLESON, to sales staff WAYS Charlotte, N. C. She was with advertising department *The Charlotte News.*

ANN EVANS, WBNS Columbus, Ohio, to WRC and WNBW (TV) Washington, as advertising assistant.

Personals . . .

FRANK STANTON, president CBS, presented scroll by Joint Defense Appeal "For his earnest devotion and outstanding endeavor in furthering a better understanding of our democratic heritage and his exemplary public service in constantly providing a forum on the great CBS Network for the expression of the American ideal." . . . **AL VAUGHAN,** account executive KOIN Portland Ore., elected president of Portland Kiwanis Club.

BILL STEWART, sales department KFKA Greeley, Colo., appointed state chairman for local Voice of Democracy Contest. . . . **STANLEY SPERO,** salesman KFAC Los Angeles, named chairman of Southern California Broadcasters Assn. radio sales promotion committee. He replaces **KEVIN SWEENEY,** sales manager KHJ-TV Los Angeles, now with BAB [B•T, Oct. 29]. . . . **EDWARD LAMB,** publisher of *Erie Dispatch* and owner of WICU (TV) Erie, Pa., WTOD and WTRT (FM) Toledo, and WTVN (TV) Columbus, Ohio, presented scroll by interfaith group for his "magnificent religious contribution."

HUGH B. TERRY, vice president and general manager KLZ Denver, appointed member of state advisory program committee of Colorado Assn. of Soil Conservation. . . . **NOLEN FRICKS,** WNOX Knoxville, Tenn., appointed account executive WMBM Miami Beach, Fla. . . . **W. J. WILLIS,** commercial department WKY-TV Oklahoma City, elected vice president of Oklahoma City Advertising Club. He was also elected to honorary membership in Alpha Delta Sigma, national honorary advertising fraternity.

NORM BAILEY, assistant manager WKBR Manchester N. H., father of boy, John Thomas. . . . **JOHN B. BROWNING,** manager WSPB Sarasota, Fla., elected to board of directors of local Chamber of Commerce. . . . **RALPH ZUENGES,** sales staff WTAX Springfield, Ill., and Gertrude Keys, to be married Nov. 17.

GEORGE CRANSTON, manager WBAP-AM-TV Fort Worth, has returned to his duties after two and one-half month tour of Europe with Mrs. Cranston.

THEY'RE GOING STEADY . . .

Seventy percent of WLAV clients go steady. Many of them have long since forgotten the date of the original signing: most of them are on a "till forbid" basis. WLAV has a lower percentage of turnover in advertisers than any Grand Rapids station.
If you judge a radio station by the local clients it woos and wins—and holds—then join the happy throng. Based on results alone, you'll be a "steady" from this day forward.

11 YEARS
Boston Store
Mich. Gas Co
Holsum Bread

10 YEARS
Bennett Fuel
Burkholder Chevrolet
Fox Jewelers
Herrud Packing
Wurzburg

9 YEARS
Economy Shoes
Fox Brewing Co
Sears Roebuck
Texas Company

8 YEARS
Central Reformed Church
Children's Bible Hour
General Mills
Goebel Brewing
Hickok Oil Company

6 YEARS
Baxter Laundry
Chase & Sanborn
Cody Cafeteria
Elston Storage
Frost Pack
Jergens
Philco
Swift & Co

5 YEARS
A C Spark Plugs

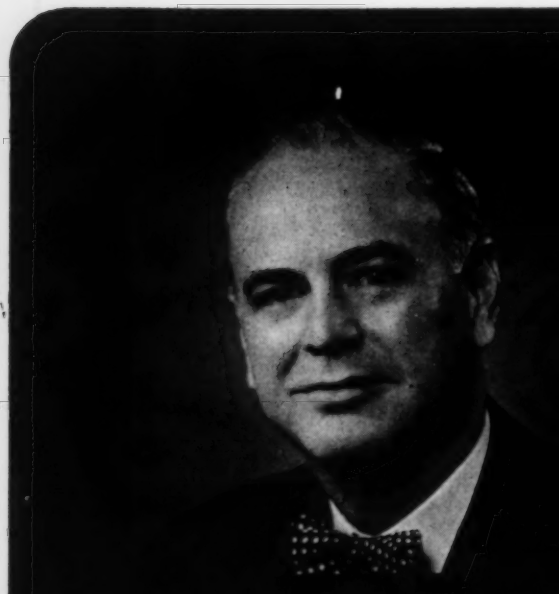
4 YEARS
J & J Music Co

3 YEARS
Atlas Brewing
Galewood Outfitting
Griffith Shoe Polish
Lever Brothers
P. Lorillard
Republic Distributing

WLAV
GRAND RAPIDS, MICHIGAN

Make your date with
JOHN E. PEARSON
AM-FM • ABC for
Michigan's Second Market

FOR
"NEW ENGLAND WEATHER"
WBZ SPECIFIED A BLAW-KNOX HOT DIP GALVANIZED TOWER
Thousands of listeners and lookers in the heavily populated area surrounding Boston have noted a distinct improvement in FM and TV reception. There's no mystery about it . . . you're looking at a photo of the reason. It's a highly efficient Blaw-Knox Tower, rising 649 ft. above WBZ's new Radio and Television Center, located in the neighborhood of Harvard's famous stadium.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh 22, Pa.
BLAW-KNOX Antenna TOWERS



"10 Mentions on AP Newscasts Brought over 8,000 requests."

W. V. Hutt,
General Manager,
KLRA, Little Rock, Ark.

8,000 inquiries!....100 bank accounts!....

"Sponsors Wait in Line for AP Newscasts."

Robert L. Williams,
Station Manager,
WCTC, New Brunswick, N. J.

Hundreds of the country's finest stations announce with pride ***"THIS STATION IS A***

Says General Manager Hutt: "Our Asscciated Press
ews programs sell so easily and are so easily renew-
ble that we wish we had more to offer. One news
ponsor is now completing his 14th straight year.
s to pulling power — once, during our AP newscasts
e offered a free map of Korea. Ten mentions over
four-day period brought more than 8,000 requests."

..both with AP NEWS

"Associated Press news," says Station Manager
Williams, "is the foundation of our operation. This
s shown by listener surveys and by the fact that
ponsors are waiting in line for our key 15-minute
P newscasts."

And from Martin N. Wyckoff, Secretary-Treasurer
the New Brunswick Savings Institution: "In pulling
ower and prestige, AP news pays its way for us.
e announced the opening of Christmas Club ac-
unts with one line following AP newscasts. THAT
ERY DAY 100 accounts were opened."

A MEMBER OF THE ASSOCIATED PRESS."

Associated Press . . .
constantly on the job with

- a news report of 1,000,000 words every 24 hours!
- leased news wires of 350,000 miles in the U.S. alone!
- exclusive state-by-state news circuits!
- 100 news bureaus in the U.S.!
- offices throughout the world!
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily!

RESULTS count! RESULTS are the payoff — RESULTS, whether in 8,000 inquiries or 100 new bank accounts. Associated Press news is a prime payoff for station and sponsor alike.

Speedy, accurate news coverage builds big audiences . . . listening audiences . . . audiences tuned to the news . . . and to the sponsor's message.

Let Associated Press news help you write your own success story. For information on how you can profit . . . WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

editorial

duPont Scholarships

IN THE HISTORY-drenched atmosphere of Washington & Lee U. at Lexington, Va., last week there occurred an event that makes history for radio. Administration of the duPont Awards for outstanding performance in radio and television was transferred to the university with an enlargement of scope and function to provide for scholarships in communications at any accredited university.

It was at W. & L. that journalism instruction at the college level was cradled in 1869 during the presidency of Gen. Robert E. Lee. Now "audible" and "visual" journalism, as exemplified by radio and television, are recognized at W. & L. for scholarship awards.

Under the original duPont charter, founded in 1942, plaques and $1,000 awards have been made to large and small stations (whether radio or TV) and to a national commentator. The new procedure provides that the recipient may allocate the prize money to establish, in its name, a scholarship at any university for study communications.

The first such selection already has been made—by WFIL-TV Philadelphia. It was the winner, last year, of a television award.

Several speakers in Lexington last Monday commented on the need for the building of a reservoir of executive and administrative personnel for the expanding broadcasting arts. The scholarships are a stride in the direction of establishing these pursuits at the professional, rather than the "industry" level. (Who ever heard of the press industry?)

We congratulate Mrs. Alfred I. duPont, who established these awards in memory of her revered husband, for her foresight and wisdom in recognizing the merits of broadcasting as a public service. And we commend also the selection of Washington & Lee as the administering institution.

NCAA's Fumble

THE National Collegiate Athletic Assn. is beginning to win, hands down, the unpopularity contest it entered when it decided to place absurd restrictions on the telecasting of football games.

On Nov. 10 it relaxed its rules, in deference to public demand, and let the Notre Dame-Michigan State game be telecast in Detroit and Washington, two cities which were scheduled to be blacked out of the coverage according to the original NCAA plan.

We don't think this will be the last instance in which public opposition to artificial bans against radio and TV will embarrass the NCAA. Judging by the growing dissension among NCAA members over this question, we predict that the association will be unable next year to exert the iron power over schedules that it has exerted in the current season.

College football already is suspect for its financial motives because of scandals that occurred earlier this year, and the continued imposition of barriers against telecasts for the purpose of protecting gate receipts, will do nothing to mitigate this suspicion.

We cannot help believing that the situation will resolve itself, without legal action, and that the NCAA will give football back to its college members—and back to the public—next year.

Quick Buck, Slow Death

THERE IS a hard lesson to be learned from the plight of several hundred radio stations that are creditors of the bankrupt Hadacol outfit. The lesson is that the quick buck is not always the sound way to quick profits and indeed can work a bigger long-term loss than short-term gain.

Some of the creditors of Hadacol dealt with the exuberant Dudley J. LeBlanc at price levels far below those quoted on their rate cards. The theory was that they would get a tremendous volume of business by making drastic concessions in the unit price of their time. Well, they got the volume all right, and the business too after the medicine firm went bankrupt.

This thing does not stop at Hadacol. We've had complaints recently from stations that had not been paid for time they sold to a certain advertising agency pushing a mail-order nursery campaign. None of these stations thought it inconsistent that they had agreed in the first instance to carry the advertising at rates that were under their rate cards.

All this adds up to the fact that no business can consider itself really respectable if it makes one price to one customer and another to someone else. Multiple pricing is the mark of the junk dealer. It has no place in radio.

Health of Competition

THE AXIOM "competition is healthy," preached from the beginning of business, but observed mostly in the breach, is beginning to pay off. And for radio too.

Television was the ogre thrust upon advertising media that threatened to destroy the competition maxim. And it has cut a swath quite unequalled by any other media in our times, other than possibly that of radio itself.

What has happened since the "Television Revolution" began six years ago? Network television business, to be sure, for the first time has surpassed network radio business. Major TV networks are sold out. Many of the TV stations, notably those in one or two-station markets, are S.R.O.

But practically every other advertising medium is doing better than ever. For example, eight of the first ten evening newspapers with the biggest advertising lineage gains this year are in TV markets. Magazines are claiming new lineage records, even with fourth and fifth rounds of rate increases (since V-J Day).

And radio? Almost everywhere, local business is 'way up. National spot average is up, although there are soft areas here and there. And network is improving.

The important thing is that TV has stimulated new thinking, new sales efforts and new programming formats. Mutual gets a shot-in-the-arm with its new MGM talent tie-up, which has a vast potential. The affiliates of the newest of the networks—Liberty—sing its praises. The old-line networks are realigning scope and function.

Out of these changes in pressures and temperatures should emerge a sound economic basis. Radio needs only to quit its intramural bickering and set its sights for selling new business. And, as Dr. R. A. Kemper, of Louisville U. said the other day, broadcasters should quit "doing your damndest to beat yourselves to death with a blunt instrument of your devising — 'program rating' as a circulation criterion."

Withal, we hereby predict that, when the books are balanced, radio business in 1951 will surpass that of the preceding year, or any other year in radio history.

our respects to:

ROBERT DEWITT CLINTON MEEKER

"IF YOU just try to do an efficient job of what you start with, things sooner or later catch fire," Robert D. C. Meeker contends. The effectiveness of his argument is indicated by the blazing business Mr. Meeker's station representative firm has done under his management since 1946.

After having more than tripled the number of clients he started with, Mr. Meeker last April packed his files and collected his staff to move into quarters three times as large as the former office.

Four-alarm success in his field as a whole is indicated by another office Mr. Meeker tenants, that of president of the National Assn. of Radio and TV Station Rpresentatives. Elected vice president in 1949, he was voted into the top office for 1951, but at first refused the position. Voters made it unanimous, however, thereby drafting their man.

The young executive's career started Jan. 25, 1911, in Aurora, Ill., where his parents, Mr. and Mrs. John A. Meeker, lived. Like many other people in radio, Mr. Meeker has a background of varied experience and training. His took a military twist that was culminated by service as a captain in the Marine Corps during World War II.

After grammar school in the Midwest, young Bob Meeker was sent to school for one year at the Principia Academy in St. Louis for his first pre-military training. His next stop in preparing for college was at the Gunnery School in Washington, Conn., which—in spite of its name—gave him more academic than military instruction. He remained near the military scene, so to speak, when he transferred to the Morristown School in New Jersey, located near the site of some historic fighting during the Revolution.

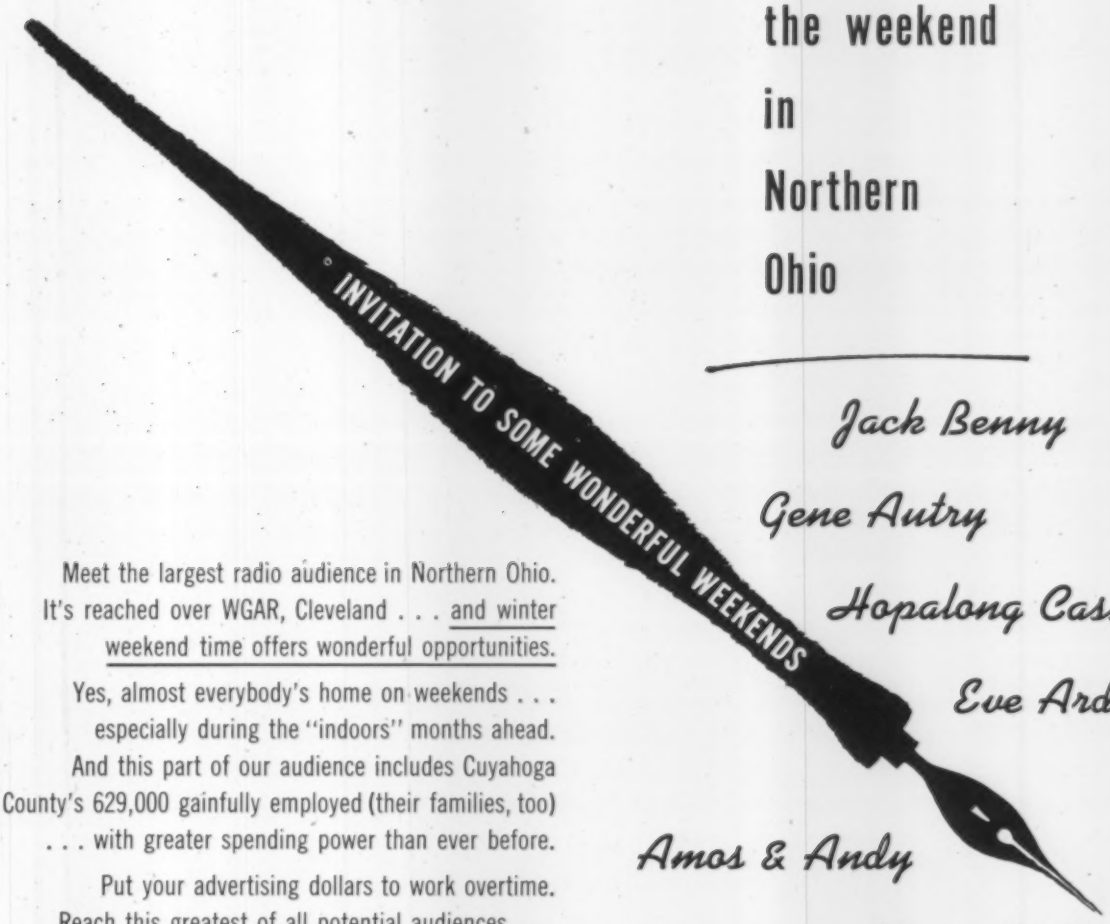
His father, an engineer, wanted the young man to study at Yale, but, being a southerner and well aware of the South's representation at Princeton, found the latter school acceptable—at his son's insistence.

Bob Meeker thus demonstrated his perseverance at winning a point early in his career. He studied engineering—with the Class of '32, and then went on to Worcester Polytechnic Institute for further work in mechanical engineering.

From engineering to advertising was a fast and immediate step, however, for Mr. Meeker took his first job with McKesson-Robbins for a year of sales and special promotions in the southland his family had originally come from. He soon moved back North, however, to take

(Continued on page 59)

Join us for the weekend in Northern Ohio



Jack Benny

Gene Autry

Hopalong Cassidy

Eve Arden

Amos & Andy

Marie Wilson

Vaughn Monroe

Arthur Godfrey

Edgar Bergen

Meet the largest radio audience in Northern Ohio. It's reached over WGAR, Cleveland . . . and winter weekend time offers wonderful opportunities.

Yes, almost everybody's home on weekends . . . especially during the "indoors" months ahead. And this part of our audience includes Cuyahoga County's 629,000 gainfully employed (their families, too) . . . with greater spending power than ever before.

Put your advertising dollars to work overtime. Reach this greatest of all potential audiences . . . the "weekenders" who spend more than the usual number of hours with their families, talking about things they need to buy.

WGAR offers the largest audience of any Cleveland station every day of the week . . . with a special plus for those who join us over the weekend!

in Northern Ohio.. **WGAR** *the SPOT for SPOT RADIO*

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR *Cleveland* • *50,000 WATTS* • **CBS**
EASTERN OFFICE: 665 FIFTH AVE., NEW YORK CITY

Represented Nationally by
Edward Petry & Company

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
THAN
ALL STATIONS
COMBINED*
*by C. E. HOOPER.....1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

WSAZ-TV
Channel 5

EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET

ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

air-casters

HAL HOUGH, program director WJBK-AM-FM-TV Detroit, to WJZ-TV New York, as program director, effective today (Monday) [CLOSED CIRCUIT, Nov. 5].

Mr. Hough

JACK L. HARRELL appointed program director WOBS Jacksonville, Fla.

EARL STOGNER, announcer WDVA Danville, Va., appointed promotion director. He succeeds **BILL SANDERFUR**, who has been appointed to sales staff. **ROGER LEA** to WDVA, as announcer and hillbilly disc jockey. **KEN PARKER** named staff announcer.

BILL PLATT, writer - newscaster KDSH Boise, Ida., father of daughter, Laura Kathleen, Nov. 2.

ED RODGERS, WHBF-TV Rock Island, to WCPO-TV Cincinnati, as announcer-director.

FRANK CALLENDER, assistant stage manager KLAC-TV Los Angeles, named producer-director. New duties include production and direction of *Phantom Ranger* and *Mike Roy's Kitchen*.

LEE SHIRLEY, farm homemaking specialist, to WGAR Cleveland, *Town and Country Show*.

JACK ROWZIE, announcer WINX Washington, to announcing staff WWDC-AM-FM Washington.

W. L. (Bill) WILLIS Jr., assistant manager Norfolk division WRVA Richmond, Va., to announcing-production department in Richmond.

JESSE LEONARD, announcing staff KEX Portland, Ore., named production director.

DICK McCULLOUGH, JOHN FREW and **JIM MARTIN** named to music and announcing staffs WRFC Athens, Ga.

BARBARA JONES, secretary to **NED HULLINGER**, station relations manager ABC Western Div., to KWRW Reno, Nev. **ROSALIND PHILLIPS** succeeds Miss Jones at ABC.

BRADLEY D. STEIGER, musical director WXRA Kenmore, N. Y., and program director WXRC (FM), recalled to active duty with Marine Corps. He will serve as radio correspondent for Marine Fighter Squadron 441 stationed at Naval Air Station at Niagara Falls, N. Y.

MARTIN BUSCH, actor, stage manager and member of New York City Center staff, to WPIX (TV) New York, as assistant director — with **FREDDIE BARTHOLOMEW** — of *Swift's Movie Time*.

KIETH MATHER, film director WKY-TV Oklahoma City, appointed assistant program manager. He will still maintain general supervision of film department.

PEG FORBES, press-promotion department WRC and WNBW (TV) Washington, resigns to go into TV acting in San Francisco.

BOB CAWLEY, announcer - director KPHO-TV Phoenix, to KOTV (TV) Tulsa, as music director.

JACK CLARK, announcer, and **BARBARA McKNIGHT**, program department KCBS San Francisco, married Nov. 10.

BILL WILCOX, promotion writer KCBS San Francisco, father of daughter, Kathleen Gloria.

ALLAN COPELAND, of "Modernaires" singing group on CBS Radio *Club 15*, father of boy, Michael, Nov. 7.

WILLIAM CORRIGAN, producer WRC Washington, and Harriet Bell, married.

HARRY BABBITT, singer emcee KTLA (TV) Hollywood, awarded citation for "outstanding Americanism" by Lt. Kenneth Bell Post, VFW.

JOHN ZEIGLER, producer WNBK (TV) Cleveland, father of daughter, Susannah, Nov. 2.

Mrs. MARGARET (Peg) WHITE, newswriter, to ABC Hollywood, as staff writer.

News . . .

JOE MACKEY, staff writer New York *World-Telegram & Sun*, to publicity department of ABC.

HARLEY BRANCH named night news editor WRFC Athens, Ga.

RICK WEAVER, WXGI Richmond, Va., named sports director WCEN Mt. Pleasant, Mich.

CHET HUNTLEY and **HANK WEAVER**, newscaster ABC, named top performers in newscasting field in California by *Fortnight Magazine*.

WALTER (Sandy) MILLER, news staff KSTP - AM - TV Minneapolis, named news editor.

STANLEY J. SCHILL appointed to news staff WHAS-TV Louisville.

BOB SMITH, farm editor WGAR Cleveland, father of boy Erick.

REX GOAD, Trans Radio, appointed news desk supervisor WRC Washington. **BILL KLOEPFER**, reporter Washington *Times-Herald*, to news staff WRC. **RUSSELL TORNABENE**, graduate Indiana U., named to news staff.

RUSS VAN DYKE, newscaster KRNT Des Moines, appointed news director.

LEON DECKER, news editor KCMO Kansas City, named regional director of information, Office of Price Stabilization.

CHARLES CRAIG, announcer WDVA Danville, Va., appointed news editor.

ROSE JOSEPH, free lance publicist, to CBS Hollywood, in radio press department.

WHB Kansas City, Mo., has signed with Charles Michelson Inc., New York radio transcription firm, for its two-hour Monday-Friday program series, *Hour of Mystery*. Series will be on station daily, 7-9 p.m., for full year.

ADMEN'S ROLE
Should Shoulder Leadership

ADVERTISING industry should not only work in Washington for better understanding of its function, but should also take a more active part in international exchanges, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, said Tuesday.

Speaking at the annual meeting of the AAAA Michigan Council in Detroit, Mr. Gamble said: "It is not going to be enough in the years ahead for us to tend only to our domestic affairs. Unless we participate more in international efforts, advertising in other countries may go by default in ways that hurt it and us."

Observing that American advertising men and their techniques seem remote to European members of the field, he noted that Americans were not fully represented at this year's Congress of the International Chamber of Commerce in Lisbon or at the International Advertising Conference in London. "Our country has had leadership thrust upon us," he observed. "We advertising people are going to have to find time and energy to do our part."

Although the field has built prestige in Washington through its public services, Mr. Gamble showed concern at the "sudden prohibition" of recruit advertising in the recent defense appropriation bill and at the attacks on the Capehart Amendment and its allowance for selling costs. Advertising appropriations are no longer the sole decision of company management, he warned, but have become the object of attention from government offices such as the Bureau of Internal Revenue, OPS, and Munitions Board.

"If many of these people decide wrong, it may well upset the vigor of our economy—a semi-mobilized economy that is now carrying a heavy load," Mr. Gamble said. "The danger of misunderstanding is always present . . . how to get better understanding of advertising needs the industry's thought and effort."

HOLIDAY SHOWS
Given by RCA Thesaurus

DESCRIBED as the greatest holiday package in the company's history, "Big Christmas Six"—five holiday transcribed programs and one seasonal script series—is being sent to RCA Thesaurus subscribers along with the library's monthly release for November.

Programs include Walter Hampden in "Story of the Nativity," Charles Dickens' "Christmas Carol," and four Thesaurus features: "Christmas Visit With Ted Malone," "Christmas Cards and Carols," "Christmas Shopping Jingles" and "Christams Calendar," five 15-minute scripts.

From ZENITH for YOU!

5 Full Pages in COLOR

IN ONE ISSUE OF *Collier's*

"Electronex" Tube for "full-focus" pictures ALL the time... ONLY ZENITH HAS THIS!

Cobra-Matic Record Player plays all record sizes...all speeds, 10 to 85 RPM ONLY ZENITH HAS THIS!

"Fringe Lock" Control Circuit for world's finest fringe area picture ...ONLY ZENITH HAS THIS!

plus Miracle Turret Tuner, Custom Tuning, Dust-Proof Picture Screen, Provision for UHF— ONLY ZENITH HAS ALL THIS!

Sell Zenith Features—the strongest sales story in Radio and TV!

The largest national ad in TV-Radio history . . . appearing November 30

plus **page after colorful page in Life, Look, Time, Saturday Evening Post, Ladies' Home Journal and others!**

It's Zenith's history-making CHRISTMAS SALES DRIVE . . . and here's YOUR share! Giant 46-PIECE CHRISTMAS WINDOW . . . Zenith's biggest ever. Colorful SANTA CLAUS TOY GIVE-AWAY . . . the smartest traffic-builder of all time. 8-PAGE CHRISTMAS GIFT CATALOG in color for you to mail. Plus Counter Pieces, FREE LOCAL ADVERTISING of your store, tie-in ads for YOU to run. And every phase is perfectly timed to produce TEN TIMES the impact of ordinary Christmas campaigns. It's your promise of HISTORY-MAKING Christmas sales. Sign up with your Zenith Man now!

ZENITH RADIO CORPORATION · *Chicago 39, Illinois*

ZENITH "LONG DISTANCE" RADIO and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

GMA MEET

Don't Ignore, Don't Plunge, Nielsen Warns on TV

THE WISE advertiser will neither ignore TV, letting his competitors pre-empt the best time and talent and become expert in using this new medium, nor will he plunge into TV without effective guidance, Arthur C. Nielsen, president, A. C. Nielsen Co., said Monday in a talk to the Grocery Mfrs. of America, meeting at the Waldorf-Astoria, New York.

The financial hazards involved in the use of video advertising is suggested, Mr. Nielsen noted, by the range of nearly seven to one in the cost of reaching televiewers, which in March 1951 ran from $6.66 per thousand homes for *Godfrey and His Friends* to $44.58 for *College Bowl*. Similiarly, he said, the wide variation in time devoted to TV shows by average families, ranging in August for half-hour programs from 10.5 minutes for *Pantomime Quiz* to 25.3 minutes for *Racket Squad*, also suggests "the hazards in the use of TV and hence the importance of sound research guidance."

"Additional hazards arise as a result of the fluctuations in the audience, from minute to minute, during each telecast." Mr. Nielsen stated. "For example, the program *Beulah* broadcast on July 31, 1951, starts with an audience of only 12.1% of TV homes, but it reaches a maximum, at the 26th minute, of 19.0%—more than 50% greater! Based on the annual cost of this program, there is a difference, in commercial value, of about $186,000 between the high point and the low point—from the standpoint of location of commercial announcements.

"Another example of the hazards involved is found in the wide variations of program audiences by income levels of families reached. For example, the program *Beulah* reaches 22.1% of the upper income class homes but 33.3% of the lower income class, while the program *Bigelow Theater* reaches 25.7% of the upper income class but only 11.0% of the lower income class. Obviously these two programs are entirely different in the types of audience reached and would not be at all suitable for selling the same types of products.

"While I have referred to the above conditions as "hazards," it must also be understood clearly that they also represent *opportunities* for deriving highly profitable results from television. . . ."

It would be a mistake in most cases to rob other media, especially radio, to pay for TV, Mr. Nielsen declared. One of radio's greatest strengths, he noted, is its blanketing of all markets—urban and rural, upper and lower incomes, etc.

In April 1951, Mr. Nielsen reported, the southern states contained 22% of the nation's radio homes but only 9% of the TV homes; the rural areas contained 38% of the radio homes but only 13% of the TV homes; the lower income classes represented 33% of the radio families but only 17% of the TV families.

Accordingly, he stated, "a shift from radio to TV would undoubtedly strengthen your urban and upper income sales position, but at the expense of your small town, rural and lower income positions. This may or may not result in a net sales gain—depending on the relative sales effectiveness of the two media (per dollar of cost), the relative importance of your urban and rural markets and many other factors."

The location of the brand's potential market is an important consideration in determining relative advertising appropriations for radio and television, Mr. Nielsen said.

Kay West, women's program director for KEX Portland, Ore., won top honors for the second year in the radio division for Grocery Mfrs. of America's "Life Line of America" contest.

Jane Weston, WOWO Ft. Wayne, Ind., received honorable mention, also the second time, in the contest for woman food and home economics broadcasters who explain processes between food in the field and food on the table to American audiences. No TV awards were made.

Prize—a sterling silver bowl—was presented by Paul S. Willis, GMA president, and was accepted on behalf of Miss West by J. E. Baudino, vice president and general manager of Westinghouse Radio Stations, owners of both KEX and WOWO. Miss West's winning program was called, "Wheat . . . From the Field to the Table" while Miss Weston's was a description of "Corn . . . Its History, The Development of Machinery For The Growth and Processing of This Vital Food, and Its Importance As a Money Crop."

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

Mr. Miller (l), together with Mr. Day (c) and Mr. Abrams, records a "talking letter" to General Ridgway.

CBC GRANTS

Gets Funds, New Powers

NEW POWERS and money grants for Canadian Broadcasting Corp. came up before the House of Commons at Ottawa Nov. 9 when Revenue Minister J. J. McCann stated that the government had no intention of dropping the annual receiver license fee in Canada of $2.50 despite the fact it costs 12% to collect.

The revenue minister also told the House of Commons that the government planned to implement certain parts of the Massey Royal Commission report tabled earlier this year. Among recommendations being adopted was that of annual grants to CBC.

In 1951-52 fiscal year, the current year, CBC will receive $4,750,000 from the Canadian treasury. Added to this is almost $6 million in license fees and revenue from commercial broadcasting, bringing the total to almost $14 million, or $1 per Canadian. The grant will go towards more programming and better service of non-commercial programs. In each of the next four years the CBC will receive annual grants of $6,250,000 from the Canadian treasury.

The new radio legislation also calls for appeal by privately-owned Canadian stations to the courts on rulings of the CBC, requires CBC to discuss new rulings with independent stations and gives the CBC more powers over employment of Canadian talent on independent stations.

A 26-man permanent radio committee is being established in the House of Commons to investigate finances and operations of CBC and the new Canadian radio legislation. During reading of the new Canadian legislation, CBC and government were castigated by opposition members for slowness of Canadian TV development.

Restrictions also were asked to be embodied in the new legislation to limit powers of CBC on facsimile. Under present Canadian radio legislation, CBC through facsimile would be able to control Canadian daily newspapers, it is held.

HOME MESSAGES

WFIL Tapes for Servicemen

LeROY MILLER, disc jockey for WFIL Philadelphia, presided at ceremonies beginning a new "talking letter" service for relatives of men in the armed forces. Tape recordings were made at the mid-city store of Williams, Brown & Earle, which is conducting the service.

Together with Peter Abrams, president of the store, and William L. Day, general chairman of Philadelphia's 1952 United Fund campaign, Mr. Miller recorded the first "talking letter" for mailing to Gen. Matthew Ridgway in Tokyo.

Later, mothers of servicemen in Korea recorded messages to their sons. On-the-spot interviews were aired by WFIL on the *LeRoy Miller Luncheon Club*. Event also was filmed by WFIL-TV for showing on the RCA Victor *Television Newsreel*.

CANADIAN RATES

Seen Higher in '52

INCREASED rates on Canadian stations can be expected by Canadian advertisers in 1952, Pat Freeman, sales director of the Canadian Assn. of Broadcasters, told a meeting of the Assn. of Canadian Advertisers at Montreal last week. He pointed out that one-third of the 76 CAB member stations operating 10 years ago are charging the same advertising rates today as in 1946.

Mr. Freeman stated "the economic position of the 104 [CAB] stations is only fairly sound. Most of them have been making a profit. But all too few of these stations have made the kind of profit that their auditors now consider necessary for continuing financial soundness. . . . At present rates, our profit margin, which has never been substantial, must lose ground."

Reviewing briefly the increases in all costs to stations in the past 10 years and the arbitrary rates set by the Canadian Broadcasting Corp. for network time on independent stations, Mr. Freeman showed why stations will have to boost their rates to remain in existence. He also felt that CBC network and CBC station rates will have to be increased from economic necessity.

CBC Names Two

SECOND in a series of changes in top personnel of Canadian Broadcasting Corp. has been announced with promotion of Charles R. Delafield from assistant general supervisor to supervisor of the CBC International Service, with headquarters at Montreal. He succeeds Ira Dilworth who was moved to Toronto as supervisor of program production for entire CBC operation [B•T, Nov. 12]. Arthur L. Pidgeon, coordinator of policy for CBC International Service, moves up to assistant supervisor of the service.

Respects

(Continued from page 54)

an advertising position with the *New York News* and *Metropolitan Sunday* papers. From there, he became account executive with Pedlar & Ryan for three years, leaving to work on a special sales promotion and research project for several Pennsylvania papers.

Shortly after the war started, Mr. Meeker joined the OSS ("The Office of Secret Societies," he calls it) for a year's service in Washington. Then his early military training came into full use: He transferred to the Marines, serving as an air combat intelligence officer.

During the war, he had a chance, he felt, to evaluate his work and ultimately change his field "without betraying loyalties." Looking ahead as well as back on his career, he saw radio as the really major medium, a point argued persuasively at that time by his friend, Clair R. McCollough, general manager of the Steinman Stations.

"Having sold against radio while in the newspaper end of things, I realized what potentialities there were in the field," he says today. "I suppose it was a matter of that old saying, 'If you can't beat them, join them'."

Formed Own Firm

After his release from the service, he organized his own radio representative firm by acquiring the facilities of Radio Adv. Co. from Paul Raymer in April 1946 with 10 station contracts as a starter. The company became well enough known under Mr. Meeker's direction not only to withstand but also to require a name change in February 1948. Known today as Robert Meeker Assoc. Inc., the firm represents 32 AM stations, plus 3 TV outlets, demonstrating that it keeps abreast of the times. The company has projected plans for separating the TV business from radio management and the television branch was recently established as a separate corporation.

Having recognized the challenge of radio over newspaper advertising, Mr. Meeker might be expected to make a parallel with today's rivalry between radio and television, but he does not.

"After all," he observes, "TV is still essentially the same broadcasting medium, and you are selling the same thing you sold on radio—entertainment—to the same people."

He feels that newspapers are still the ones who will have to fight hardest because they are the ones with greater economic problems to meet: The constantly increasing cost of newsprint.

"The air waves, at least, remain free," he notes, "That's why, dollar for dollar, radio can and will do a more efficient job than its major competitors."

He is certain that "the boys" in the newspaper field will find their solution again, just as he is certain that radio will meet its new competition and become stronger as a result. Besides the arguments that radio lends itself to use everywhere whereas TV is a less flexible medium, that radio allows people to do other things while TV commands full attention, Mr. Meeker sagely explains, "The whole thing is an economic question. Not every advertiser can afford TV."

As for the National Assn. of Radio and TV Stations Representatives, he feels one of its biggest jobs—and one of the most important for the survival of radio as an advertising medium—has begun to pay off: Selling the concept of spot radio. Not all advertisers are aware of spot radio's big advantage, flexibility, he says, and the very idea has had to be explained, discussed, promoted, argued and resolved before the subject of time could even be broached.

Modestly giving credit for spot radio's recent growth to smart time buyers, good publicity, radio representatives and the stations themselves, he quietly observes, "It was and still is a tough fight."

Mr. Meeker and his wife, the former Dorothy Holzinger, with their three children, Pamela, 11; Robert Jr. 9; and James, 8 months, live in Greenwich, Conn., during the summer. He belongs to the Beach Club and the Field Club there, preferring sports like tennis, sailing and hunting to indoor hobbies. In the winter, when the family resides in Riverdale, N. Y., he substitutes squash for tennis and renews his activity with the American Legion, Marine Corps Reserve Officers Assn. and the Phi Gamma Delta and Princeton Clubs.

Sells Trailers

IF YOU want to "move" trailers, you might well contact WPTR Albany, N. Y., which came up with a new radio success story. Liberty Trailer Sales & Service used a daily spot on the station over a two-week span and moved eight vehicles for a total sales value of $40,000. Spots were placed on WPTR's *Bar None Corral* after some sales agencies had expressed doubt about using radio advertising. After that success, Liberty told Morgan Ryan WPTR vice president and general manager, the firm has "ample evidence" of radio's power.

DISTRICT 13

Seeks NARBA Action

EARLY action on the third North American Regional Broadcasting Agreement by the Senate Foreign Relations Committee has been asked by NARTB District 13 (Texas).

The district's position was first delineated in a resolution adopted at its Oct. 29-30 meeting at Houston. Kenyon Brown, KWFT Wichita Falls, district director, was instructed to convey the resolution to the Senate Committee. All members of the district in attendance at the convention were to appear as signatories of the telegram to the committee. The resolution was adopted unanimously.

Nielsen Adds Five

FIVE NEW subscribers to the Nielsen National Radio and Nielsen National Television Index services were announced Nov. 8 by A. C. Nielsen, president of A. C. Nielsen Co. Pointing out that with these additions Nielsen subscribers now represent 68% of the radio programs and 52% of the TV shows currently on the networks, he listed the five as follows: Manhattan Soap Co.; Buchanan Co.; Fletcher D. Richards Inc; Ketchum MacLeod & Grove; and Madison Square Garden Corp.

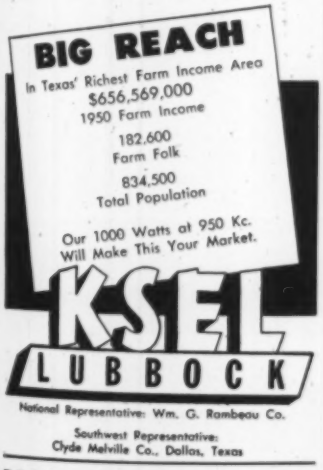
CANADIAN RATINGS

Reported for October

FOR THE first time in a number of years four Canadian programs made the first 10 most popular evening shows heard in Canada in the October national rating of Elliott-Haynes Ltd., Toronto. Leading is *Radio Theatre* with rating of 26.4, followed by *Amos 'n' Andy* 24.4, *Our Miss Brooks* 21.7, *Charlie McCarthy* 21.6, *Share the Wealth* 16.2 (Canadian program), *Great Gildersleeve* 15.9, *Father Knows Best* 15.8, *Ford Theatre* (Canadian program) 15.5, *NHL Hockey* (Canadian program) 15.4, and *Your Host* (Canadian program) 15.2.

Daytime five leading programs in Canada were *Ma Perkins* 19.1, *Big Sister* 16.7, *Pepper Young's Family* 16.5, *Laura Limited* 15.3, and *Life Can Be Beautiful* 15.

Of the French-language programs, leading five evening programs in October were *Un Homme et Son Peche* 33.6, *Metropole* 26.9, *Theatre Ford* 20.5, *La Pause Qui Rafraichit* 20.4, and *Les Peintres de la Chansson* 19.8. Daytime the leading five French-language programs were *Rue Principale* 22.6, *Jeunesse Doree* 21.4, *Grande Soeur* 20.5, *Maman Jeanne* 20.3, and *Quart d'Heure de detente* 18.5.



How to Stay out of Jail

(Continued from page 25)

for the electorate to vote for him.

Probably the most vexatious part of Section 315 of the Communications Act is the one prohibiting the broadcaster from censoring broadcasts by political candidates.

Suppose a candidate appears at the studio with a script containing patently libelous material. Federal law prohibits the broadcaster from censoring the libel out of the script. Does that same law make the broadcaster immune to liability should the person who is libeled decides to sue? You get a yes and no answer to this one.

A couple of weeks ago a San Francisco federal judge, who ordered KSFO to air a campaign program for a Communist candidate [B•T, Nov. 12], said: "The station has not the right to enforce censorship, but at the same time the station bears no responsibility for what is said and cannot be sued for libel."

More than a year ago a U. S. District Court in Philadelphia held that stations were immune from libel actions because of the Communication Act's explicit prohibition against their exercising censorship.

Court Is Reversed

Neither of these instances, however, can be considered as definitive. The judge in San Francisco seems to have been a little woolly in his comments generally (as will be explained below). The Philadelphia court was reversed by the U. S. Circuit Court of Appeals, although not on the question as to whether or not it erred in saying that Section 315 provided immunity from libel.

Competent attorneys agree that Section 315's prohibition against censorship *does* imply a *degree* of protection against libel actions.

In the event any libel action were brought against a broadcaster in a *Federal* court, the broadcaster could cite the restriction against his censoring powers as a means of, to use a legal phrase, "mitigating damages." In short, the man who sued the broadcaster might win the suit, but chances are the judge wouldn't award him substantial damages. (This still, of course, does nothing to relieve the broadcaster of the costs of defending the action.)

A worse, and probably less predictable, fate awaits the broadcaster who, in conforming to federal law, puts a political candidate's libelous speech on the air and is sued in a *state* or *local* court. In such courts federal laws do not apply.

Again, attorneys believe, Section 315 might be of some use in reducing damages, but probably would not provide as much protection as it does in federal courts. Judicial history on this question is indecisive.

There is no strictly legal way a broadcaster can duck this issue (except by excluding all candidates, in itself a perilous course). He can, of course, attempt by reasoning to persuade a candidate to edit out any remarks that appear to be libelous, but even so gentle a course as that might be construed as violating Section 315 if the candidate wanted to make a case of it.

Libel suits must be the broadcaster's constant worry when he opens his microphone and/or cameras to the political candidate.

Now while the judgment of the federal court in Philadelphia, referred to above, was not decisive as regards the question of the broadcaster's liability to libel suits, it did lead to a court of appeals decision which did much to clear the cobwebs away from other parts of the political broadcasting law.

The case in question was a libel suit brought against Westinghouse Radio Stations Inc. by a man who claimed he had been defamed in a speech made by the chairman of the Republican Central Campaign Committee of Philadelphia. The lower court returned a judgment for Westinghouse on the grounds that Section 315 of the Communications Act prohibited the station (KYW) from censoring the speech and therefore made the station immune to libel action.

On appeal, the U. S. Court of Appeals, Third Circuit, reversed the judgment with the reasoning that the man who had made the speech was not himself a candidate for political office.

Said the appellate court: "The language of the section itself [Section 315] and its legislative history compel the conclusion that the section applies only to the use of a broadcasting station by a candidate personally and that it does not apply to the use of a broadcasting station by other persons speaking in the interest or support of a candidate."

Therefore, said the higher court, Section 315 did not prevent the station from censoring the Republican committee chairman's speech.

What this decision did, for the first time on so authoritative a basis, was pin down Section 315 to candidates themselves. It established the right of the broadcaster to treat all other political speakers pretty much as he chooses, at least so far as the federal law is concerned.

(The federal judge in San Francisco a fortnight ago apparently was not thinking of this appellate court decision during his remarks, if news reports of the session are correct. The program in question was to be presented by supporters of the Communist candidate, and therefore, Section 315, contrary to the judge's reported remarks, would not apply. The action, however, was brought to compel KSFO to carry out a contract it had already made to sell the time and which the station was trying to cancel. Hence the legal issues there did not hinge exactly on an interpretation of Section 315.)

No Legal Compulsion

With this important appellate court decision on the record in Philadelphia, it now appears that the broadcaster has no legal compulsion to give any politician or political speaker (save a candidate himself) equal opportunity with anybody else to broadcast and that the broadcaster can censor as much or as little of any political speech (save that of a candidate) as he desires.

Of course, with non-candidates removed from the application of Section 315, the broadcaster who carries any political speech (except that by a candidate) is also removed from the protection, however scant, that Section 315 provides against libel action.

Of practical necessity, the broadcaster must exercise particular care in examining the speeches of any non-candidate politician or political spokesman who is given a chance to go on the air. The broadcaster who is slip-shod about watching for libel in such appearances is asking to be sued and socked hard.

The Westinghouse decision by the U. S. Court of Appeals also opened the way for what *might* be a satisfactory compromise solution to the problem of political broadcasting.

Since it made it possible for broadcasters to manage non-candidates however they chose—as far as the federal law cared—a middle-ground of political broadcasting might be conceived, utilizing only non-candidates for broadcast appearances.

The broadcaster could control the number and timing of such appearances and could ride herd on what was said—to the extent of protecting himself from libel—in whatever manner his conscience and sense of public responsibility dictated. He could do this without regard for federal law, but not without regard for federal regulation.

The federal regulation in question is that which comes out of the FCC.

Under the power implicit in the FCC's authority to grant, withhold and revoke licenses, the Commission can and has exercised a great deal of influence of the kind this publication has frequently called "regulation by the lifted eyebrow."

Time and again the FCC eyebrow has been raised menacingly when mention of political schedules was made.

In October 1948, for example, the Commission advised KWFT Wichita Falls, Tex., and KRLD Dallas that licensees had a "responsibility" to make political time available because of their "obligation to serve the public interest."

(In this same communication the FCC established another and very important condition governing political broadcasts. In answer to inquiries from the two stations, it said that primary and general elections could be considered separately in determining the giving of equal opportunity to rival candidates. Although the Commission hedged its opinion by saying that stations giving considerable time to candidates in the primary should make a "reasonable amount" of time

12th Year for Met

METROPOLITAN Opera again will be heard Saturdays over ABC Radio under sponsorship of the Texas Co., New York, for twelfth consecutive year, effective Dec. 1 with the broadcast performance of "La Traviata." Originating from the Metropolitan Opera House in New York, the 1951-52 season will include 18 matinee performances carried on more than 250 ABC stations, according to the network last week. As in the past, narrator will be Milton Cross.

Only One Station gives you

in Mid-America

KCMO reaches eleven radio homes for every ten reached by the next closest Kansas City station. That's a bonus that adds up. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready. Write on your letterhead to

KCMO
50,000 WATTS
125 E. 31st St. • Kansas City, Mo.
or THE KATZ AGENCY

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

available to candidates for the same offices in the general election, it did effectively set up a separation between the primary and the general.)

In its celebrated Port Huron case, the Commission dwelt at length on its philosophy of political broadcasting, which can be summed up by saying the FCC believes "fairness" and "equal opportunity" ought to obtain and, further, that no station has any business tampering with the contents of political speeches.

In 1946 the Commission shook a finger at the Texas Quality Network (WOAI San Antonio, WFAA Dallas, WBAP Fort Worth, KPRC Houston) for imposing restrictions of political time that "do not appear to bear a reasonable relationship to the needs of public interest."

The Commission was protesting because the network had worked out a schedule permitting each candidate for state office to have one half-hour of time between June 11 and July 13 and then prorate time between July 13 and July 27, date of the primaries, on the basis of written requests from candidates. Since there were 56 candidates for state office in that primary, the station could hardly have reserved more time for each without doing away with other programs altogether.

Has Needled Stations

Historically the Commission has repeatedly needled stations into expanding political broadcast schedules, despite the fact that Section 315 of the Communications Act and Section 3.190 of the Commission's own rules and regulations specifically state that stations are under no obligation to put *any* politics on the air.

By keeping in mind the fact that Section 315 has been ruled inapplicable to non-candidate's political speeches and that the FCC, however, is committed to the belief that politics on the air are public service and therefore desirable (not to say mandatory), the broadcaster may find it possible to travel a middle course which avoids Section 315 by staying away from candidates themselves and avoids the rebuke (or worse) of the FCC by putting on the air a fair, impartial sampling of non-candidates.

The advantage to be gained by restricting the air to non-candidates is chiefly that of avoiding or at least minimizing the danger of libel. If the speakers were carefully chosen, they could provide a full discussion of campaign issues and personalities. Some attorneys are counselling their clients to take this middle course.

Political business is a headache for every broadcaster, but it is particularly aggravated for the network affiliate.

Takes Added Headaches

Unless the network affiliate wishes to count himself out of every political broadcast the network makes available, he takes on the headaches of the network and adds them to his own.

Suppose Candidate A buys time on a network and presents a speech which is carried by Station XYZ (along with many other stations on the network). Candidate B comes directly to Station XYZ and demands equal time. Under Section 315, the station is obliged to submit. And so is every other station that carried the network feed of Candidate A's speech, if Candidate B makes individual demands for time upon the other stations.

The question of libel arises here too. If Candidate A makes a libelous remark in his network speech (which the network, of course, is prevented by law from censoring), Station XYZ can be sued at the drop of a subpoena. Again Section 315 might be invoked to mitigate damages and in this case there is possibly further protection in this regard because the matter probably would be tried in federal court, the network feed having put the broadcast in interstate commerce. But the basic liability of XYZ remains.

There's no sure way for broadcasters to play politics without risking their necks, but they can keep their necks from getting out so far as to invite decapitation by studying up on the history and the rules of the game. Some of the important points can be summarized as follows:

● If you want to put *candidates* on your station, remember: Come one, come all. Section 315 of the Communications Act explicitly states that if you let one "legally qualified candidate" broadcast, you must give an equal opportunity to let his rivals broadcast too.

● But make sure you deal with candidates that are legally qualified. That means simply people for whom the voters can vote.

● If you're letting *candidates* broadcast, you cannot touch their scripts or cut them off the air if they become libelous.

● You *can* be sued for libel, however, if libel goes over your air. Libel is an ever-present problem if you put *candidates* on your station.

● *Non-candidates* are excluded from provisions of the political broadcasting law.

● You can put one non-candidate on the air, or one hundred—as many or as few as you choose—whether they speak in direct support of candidates or whatever their subjects—as far as the Communications Act is concerned.

● But remember that the FCC has frequently said that the broadcaster's responsibility to serve the public means he must air a fair and impartial sampling of politicians and their issues.

● You can (and should) examine non-candidate political speeches carefully and *censor* any references that are *libelous*, because non-candidates can get you into bigger libel jams than candidates can.

● But don't risk retaliation by the FCC for censoring ideology out of speeches. The FCC wants you to present, impartially, a sampling of opinion on the people and issues in the campaign.

Unless Congress amends the Communications Act to clear up some of these almost hopeless problems—an extreme improbability—radio and television broadcasters are confronted with a year of recurring dilemmas. The Presidential campaign promises to be vigorous, if not vicious, and that means all the subsidiary campaigns will be of a kind.

For broadcasters, it will be a year of be-damned-if-you-do and be-damned-if-you-don't, the uncomfortable objective being to figure a way to be damned the least.

PROMINENT JURISTS attended swearing-in of Judge Justin Miller, NARTB board chairman, as chairman of Salary Stabilization Board. At Nov. 9 ceremony were (l to r): Chief Justice Bolitha J. Laws, U. S. District Court, D. C.; Eric Johnston, ESA Administrator; Judge Miller; Chief Justice Harold M. Stephens, U. S. Court of Appeals, D. C.

Burlington Mills Signs

BURLINGTON Mills of York (for Cameo Hosiery) has signed for 39 weeks of Nelson, Masterson & Reddy's *The Continental*, starring Renzo Cesana, for 15 minutes twice a week over a television network yet to be announced. Agency: Hirshon-Garfield Inc., New York.

Dolcin Hearing Held

HEARING on a government complaint charging Dolcin Corp., New York, with misrepresentation in broadcast and printed advertising of the product Dolcin, was held by the Federal Trade Commission in Washington last Tuesday. Complaint alleges Dolcin misrepresented the therapeutic properties of the medicinal preparation. Hearing examiner was Abner E. Lipscomb, and the government attorney, Joseph Callaway.

KROD
EL PASO

helps make friends for our bank..

Mr. Young, head of this fast-growing southwestern financial institution, says, "We've advertised over KROD consistently ever since it went on the air, and we believe that our regular messages to its vast listening audience have contributed much to this bank's steady and substantial growth." Yes, and KROD can sell YOUR product, too, in this vital market with its 441,310 population and its $396,840,000 total sales.

5000 WATTS 600 K C
CBS Radio Network
RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
President
VAL LAWRENCE
Vice-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

BENEFIT SHOWS

Guild Conflict Over

RECONCILING their differences, the American Guild of Variety Artists has rejoined the West Coast Branch of Theatre Authority Inc., a non-profit charitable organization administered by the major actors' unions to regulate the field of benefit performances.

The two groups reached agreement on a revised set of working rules for TA, to tighten up the policing of benefits, a major issue which early in August caused AGVA to withdraw from the organization. The vaudeville union had claimed that laxity in policing of benefits left most of the free entertaining to its members with inadequate return.

Revised working rules provide that no benefit will be cleared by TA unless 75% of the voting member organizations present at a board meeting approve it or unless request for approval has been submitted at least 30 days before the date of the benefit. They further provide that TA clearance for the free appearance of talent applies only to appearance of recognized stars and featured players, other performers to be paid according to union requirements.

New TA rules also identify the only voting members of the group to be Screen Actors Guild, American Federation of Radio Artists, Assn. of Motion Picture Producers; American Guild of Musical Artists, Artists Managers Guild, Chorus Equity Assn., Actors Equity Assn. and AGVA. Hollywood Coordinating Committee through which stars and featured players are provided to benefits is to be represented on the TA board but will have no vote.

AAR Show Cited

ASSN. of American Railroads' *The Railroad Hour*" (NBC Radio, Mondays, 8 p.m. EST) through Benton & Bowles, N. Y., was given award last week for being voted best musical show on the air in survey conducted by Universal Radio & TV Features Syndicate in 23 cities.

allied arts

HERBERT F. KOETHER, Chicago regional and zone manager for Crosley Div., Avco Mfg. Corp., Cincinnati, named manager radio sales section Crosley. **R. L. BAKER,** contract sales representative Chicago zone, replaces Mr. Koether.

HENRY FRANKEL appointed account executive Frederic W. Ziv Co., N. Y.

AL FISCHLER, Snader Telescription Sales, L. A., father of boy, Michael Robert, Nov. 10.

Equipment . . .

ROBERT T. PENNOYER, manager Electric Co. tube works, Buffalo, N. Y., appointed manager Tube Dept., Advanced Manufacturing Section, Schenectady, N. Y. **HARRY R. HEMMINGS** purchasing supervisor for cathode ray tubes at G-E Electronics Park, Syracuse, succeeds Mr. Pennoyer at Buffalo.

WILLIAM CARLIN, assistant manufacturing manager of cathode-ray tube division, Allen B. DuMont Labs., Clifton, N. J., appointed manager of division. He succeeds **FRANK BELDOWSKI,** resigned.

GENERAL RADIO Co., Cambridge, Mass., announces new simple two-way frequency oscillator (400 and 1000 cycles), Type 1214-A Unite Oscillator. It is useful as modulating source for high-frequency oscillator.

THOMAS J. SHERIDAN appointed branch manager of Philadelphia office of Magna-Crest Corp., N. Y.

STANCIL-HOFFMAN Corp., Hollywood, Calif., announces new miniature recording and reproducing head small enough to mount in existing motion picture projectors.

AEROVOX Corp., New Bedford, Mass., announces new tubular ceramic capacitors, Type SI-TV. Capacitors available at fixed rate of 6000 v., but in eleven capacitance values from 4.7 to 47 mmf.

H. A. (Hi) WILLIAMS, sales manager Electric Components Div., Stackpole Carbon Co., St. Marys, Pa., named manager of division.

LEIGH A. BRITE, chief electronics engineer U.S. Air Force Security Service, Brooks Field, Texas, appointed director of research and development Transmitter Equipment Mfg. Co., N. Y.

Technical . . .

CAMERON McCULLOCH, engineering department CBS Hollywood, resigns to free lance as sound engineer.

LOYD WINGARD, studio supervisor WGAR Cleveland, elected central vice president of Audio Engineering Society.

GUZMAN NAMED

Represents P. R. Network

APPOINTMENT of Melchor Guzman Co. Inc. as exclusive representative for the Puerto Rican Network Inc., comprising its nine owned and operated stations, was announced in New York last week. Guzman represented the network in the U. S. and Canada effective last Thursday.

Announcement was made by A. M. Martinez, vice president of the agency, upon his return from Puerto Rico where he completed arrangements. Agency headquarters is 45 Rockefeller Plaza, New York City.

The nine stations, representing Puerto Rico's first major radio network, are: WAPA San Juan, WORA Mayaguez and WPRP Ponce, basic outlets, and WABA Aguadilla, WCMN Arecibo, WENA Bayamon, WVJP Caguas, WMDD Fajardo, and WXRF Guayama. Network was organized by Puerto Rican businessmen interested partly in maintaining the country as a foremost market for American products.

MEXICAN STATIONS

FCC Reports Changes

UNDER terms of the 1941 North American Regional Broadcasting Agreement, Mexico reported the following station changes to the FCC (probable commencement dates in parenthesis):

XEFN Uruapan, Michoacan, new Class II station, 1130 kc 250 w day (Jan. 1, 1952).

XEFG Tecuala, Nayarit, new Class IV station, 1450 kc 125 w fulltime (April 1, 1952).

XEMS Matamoros, Tamaulipas, new Class IV station, 1410 kc 250 w fulltime (Dec. 1, 1951) (See B•T, Oct. 29).

XEVH Valle Hermoso, Tamaulipas, frequency change from 1410 kc to 1310 kc. (See B•T, Oct. 29).

XEI Morelia, Michoacan, increase in day power from 250 w to 1 kw on 1400 kc (Class IV station) (Jan. 1, 1952).

XEDZ Cordoba, Veracruz, changes call from XEFH (820 kc).

XEFH Agua Prieta, Sonora, changes call from XEBY (1310 kc).

RADIO STUDY

Progress Reported by Hill

PROGRESS report on the study of radio broadcasting conducted by the Oral History Office of Columbia U. and the Radio Pioneers has been submitted by Frank Ernest Hill, director of the study.

Mr. Hill reported that the first year of the study has been completed. Interviews were held with 88 persons and 5,157 pages of typed script, 1,550,000 words, assembled. The early period of broadcasting — 1915-1926 — has been covered and important data on later developments accumulated.

The director said the study will go into its second year with a termination date of the project tentatively set between July 15 to Sept. 15. Data now in the hands of those conducting the study represent some two million words and at least 100 persons. Present resources of the study permit a continuance for several months, Mr. Hill said. BMI and WWJ Detroit have both renewed their financing with other past sponsors likely to renew, he said, adding that there has been "a modest" carry-over from the first year financing.

Interviewed were such men in the broadcast business as network executives, station owners, station managers, research and development engineers, station engineers, program directors, masters of ceremonies, commentators, news and publicity people, business and legal people, public service programming officials, music directors, actors and writers, and advertising executives. Government officials, associated with early radio, also were contacted.

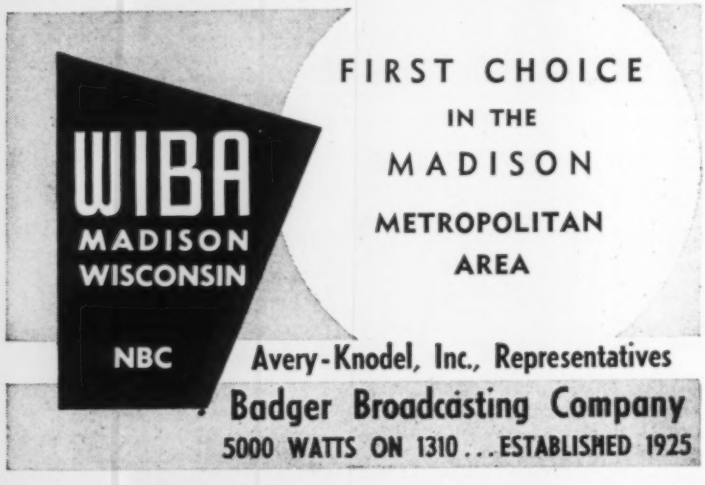
Policy of the study has been guided by Dr. Allen Nevins, director of the Oral History Office; Willian S. Hedges, NBC, and Carl Haverling, BMI.

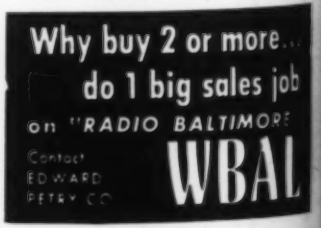
WPAY 'VOICE' CONTEST

Greater Success Cited

PROGRAM Director Ned Sheridan of WPAY Portsmouth, Ohio, is credited by school authorities and Junior Chamber of Commerce officials with sparking high interest in the Voice of Democracy contest sponsored there by WPAY and local chamber for sixth year.

Mr. Sheridan offered his services to the 16 city and county schools cooperating in the contest. He spoke to 2,000 high school juniors and seniors on "Democracy and How to Speak for It." Chamber officials said this year's contest resulted in more entries than in the previous five years, according to WPAY.





TELECASTING

it's now . . .

WOOD-TV

the only Western Michigan station with full television facilities!

Grandwood Broadcasting Co., owner and operator of WOOD-AM*, have purchased the only TV station in Grand Rapids—the retailing and wholesaling center of Western Michigan.

A brand new micro-wave link has been installed and power will soon be increased to the full limits allowed by the FCC. What's more — *you now have the flexibility of live studio cameras!* WOOD is already presenting a variety of locally-originated shows.

IN WOOD-TV, you'll find the same programming know-how . . . the same audience and trade promotion . . . the same careful attention to servicing details . . . which you have come to expect from WOOD-AM.

When you place your schedules in Western Michigan, consider first the only television station located in the center of the Western Michigan business community: WOOD-TV . . . Western Michigan's *only* complete television facility.

*also owner and operator of WFBM-AM-TV, Indianapolis

AM 5000 WATTS — 1300 KC
NBC AFFILIATE

Always the best earful . . .
NOW the best eyeful!

WOOD

TV CHANNEL 7
NBC-CBS-ABC-DuMont

NATIONAL REPRESENTATIVES
KATZ AGENCY, 488 Madison Ave., New York, N. Y.

GRAND RAPIDS, MICHIGAN • Also WFDF — Flint, Mich. WEOA — Evansville, Ind. WFBM and WFBM-TV — Indianapolis, Ind.

CBS
TELEVISION
NETWORK

The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

...where 6 of television's 10 most popular shows* are broadcast

...where average ratings are higher than on any other network*

...where television's solid-success package programs come from... shows like Mama, Toast of the Town, Studio One, Suspense, Burns & Allen, Talent Scouts

...where the new hits will *keep* coming from: I Love Lucy, Frank Sinatra, Corliss Archer, See It Now, An Affair of State, Out There, My Friend Irma

...where 59 national advertisers... including 15 of America's 20 biggest... are profitably doing business today.**

"This is the CBS Television Network"

*Trendex TV Program Popularity Report October 1-7
**October 15

CHANNEL 5

KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER *TELEVISION* AUDIENCE INDEX

OCTOBER 1951 — SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	45.7	9.5	5.9	14.0	16.8	35.3 ★	8.6	9.7	0.1
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	26.0	4.3	4.2	19.4	30.1	33.3 ★	2.0	6.2	0.5
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	10.1	7.9	–	4.2	12.1	68.2 ★	2.5	4.2	0.8

1,038,750 TV Receivers in Los Angeles area, Nov. 1, 1951

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700

KTLA Paramount Television Productions, Inc.

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

TELECASTING

NOVEMBER 19, 1951

OPERATIONS COSTS

Reviewed at NARTB Dist. 3 Meeting

COST of building and operating UHF television stations will be about the same as VHF, judging by the consensus of TV station operators and equipment representatives who took part in a TV panel conducted Monday at Pittsburgh by NARTB District 3. (See main district meeting story, page 30).

Experience gained in operating VHF station indicates TV costs can be held, in many cases, to about twice those of AM stations, it was brought out at the panel. Clair R. McCollough, general manager of the Steinman Stations, was moderator.

Television has avoided "radio's big mistake" by raising rates when set circulation increases, Mr. McCollough said.

Members of the panel were Edward S. Clammer, RCA-Victor; J. E. Mathiot, Steinman Stations; Harold Lund, WDTV (TV) Pittsburgh; John S. deRussy, WCAU-TV Philadelphia; Alvin D. Schrott, WJAC-TV Johnstown; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; J. Gorman Walsh and Harold E. Miller, Steinman Stations.

With costs depending on the particular type of operation, panel members covered stations from over a hundred employes down to those with a score.

About twice as many employes are needed to keep a TV station running as AM requires, Mr. Miller said. With a medium operation requiring about 50 on the staff, he said only a few persons can be trained at a time.

Mr. Schrott said that WJAC-TV, operating without studios, has expanded its staff from 10 to 28, with costs running perhaps a fourth over AM.

Leonard Kapner, WCAE Pittsburgh and NARTB District 3 director, raised the question of equipment costs, with Mr. Mathiot explaining that camera tubes still cost around $1,200 but his stations have learned how to make them last by proper resting after about 200 hours. Some tubes have passed the 2000-hour mark though only 500 hours were expected. He said WGAL-TV Lancaster uses 1,003 tubes, mostly of the receiving type.

Mr. Clammer said initial cost of UHF equipment may run below VHF, with operating expenses not likely to be any higher. He said UHF signals from NBC's Bridgeport installation are received better than VHF in New Haven, 18 miles away, and expected UHF coverage to be reasonably comparable to VHF. Converters work well on receivers, he explained, though conceding that shadows will be deeper in some valleys though not troublesome as a rule on hillsides. He did not consider the Pittsburgh terrain "at all insurmountable" for UHF. Present VHF receiving antennas will work in many cases, it was predicted.

Replying to a query by John S. Booth, WCHA Chambersburg, Pa., Mr. Clammer said there is no loss of quality due to the high gain factor in UHF transmitting antennas.

In the discussion of TV personnel, Mr. Lund said WDTV had increased from 16 persons two years ago to 175 employes (not including talent). Of these, two score are engineers. The station operates 8:55 a.m.-1 a.m. Mr. Walsh said WDEL-TV started with nine persons but the quota quickly doubled. Panel members agreed the main factor in expansion of personnel is local programming.

Stations off the cable lines will have added costs because of relay facilities, Mr. Rogers said, referring to the $125,000 overland system built by WSAZ-TV. People will not buy sets to see kinescope programs, he warned, noting that his station has 14 hours of local programming a week in addition to network service. Local programs create the interest that increases TV circulation, he said.

Standardization of TV rate cards is far from realized, it was indicated. Mr. Rogers said his station has a basic rate plus a local structure which simply deducts the agency commission. WJAC-TV has three rates, according to Mr. Schrott, the local rate being about half the spot rate. Mr. Rogers said his TV circulation, with wide coverage, is larger than radio and newspapers combined.

'RED RYDER' FILMS

Republic Asked to Halt

UNLESS Republic Pictures agrees to stop the release to television of old *Red Ryder* feature films, the motion picture studio may be faced with new legal action.

Latest move against the studio, now awaiting hearing of an appeal on the recent Roy Rogers decision [B•T, Oct. 29], was taken by former child actor Bobby Blake, featured in the series as *Little Beaver*. Mr. Blake, through Arkin & Weissman law firm, last week sent a formal letter to Republic demanding it cease the sale or leasing to television of the series of 28 *Red Ryder* films in which he appeared. Action was taken in accordance with contract clause similar to that held by Roy Rogers that gives the actor the right to control association of his name with any commercial product or advertising.

Republic was given a week in which to reply; formal suit is to be filed in Los Angeles this week against the studio if it fails to agree to halt the sale to TV of the films.

The *Red Ryder* series was made between 1944 and 1946 at which time Mr. Blake was under contract to Republic. Films are currently being telecast on KTTV(TV) Los Angeles.

AVERAGE SPOT RATES

Weed Sets Up List

COST of placing a 20-second spot on the 109 stations covering the U. S. audience was $15,149 as of Nov. 1, according to the third annual study conducted by Peter B. James, manager of the Weed & Co. television department.

Rates are up 10% to 20% in the various classes over the averages of 1950, according to the study. Rates are based on Class A one-time film charges.

It was found that 86 stations list one rate for a spot announcement of a minute or less; 23 have a separate rate for one minute and 20-second spots and 89 list the eight-second "ID" or identification spot.

The Weed 1950 report showed only 46 stations with such an identification spot compared to 89 this fall, described as proof of the growing importance of the eight-second spot.

Set circulation increases were analyzed by Mr. James. He found only 29 markets having under 100,000 television homes; 28 have between 100,000 and 500,000; four between 500,000 and 1 million. Again using the fall 1950 figures, 46 cities were under 100,000; thirteen were between 100,000 and 500,000; three had between 500,000 and 1 million sets, and only one market had over a million.

The following analysis is based on the Class A one time basic rate for film facilities. The low to high rate range is given for each group, together with the average:

Under 20,000 circulation: 3 stations, 3 cities (Albuquerque, Bloomington, Brownsville). One hour—$195 to $250 (average $215); Half-hour—$117 to $150 (average $129); One-minute or less—$20 to $35 (average $28.33); 8-seconds—2 stations, $15 to $17.50 (average $16.25).

35,000 to 50,000: 4 stations, 4 cities (Binghamton, Jacksonville, Nashville, Phoenix). One hour—$300 to $325 (average $306.25); Half-hour—$180 to $195 average $183.75); One-minute or less—$40 to $60 (average $49.69); 8-seconds—3 stations, $24 to $29.25 (average $26.08).

50,000 to 75,000: 14 stations, 10 cities (Ames, Birmingham, Davenport-Rock Island, Erie, Huntington, Lansing, New Orleans, Salt Lake City, San Antonio, Utica). One hour—$300 to $500 (average $361.43); Half-hour—$180 to $300 (average $216.85); One-minute or less—11 stations, $50 to $90 (average $51.57); One-minute—3 stations, $50 to $80 (average $63.33); 20-seconds—3 stations, $40 to $65 (average $51); 8-seconds—10 stations, $25 to $60 (average $34.30).

75,000 to 100,000: 13 stations, 12 cities (Charlotte, Greensboro, Houston, Memphis, Miami, Norfolk, Omaha, Richmond, Rochester, Seattle, Tulsa, Wilmington). One hour—$400 to $600 (average $476.15); Half-hour—$240 to $360 (average $285.76); One-minute or less—10 stations, $65 to $120 (average $87.50); One-minute—3 stations, $100 to $110 (average $103.33); 20-seconds—3 stations, $75 to $90 (average $81..66); 8-seconds—9 stations, $32.50 to $50 (average $38.04).

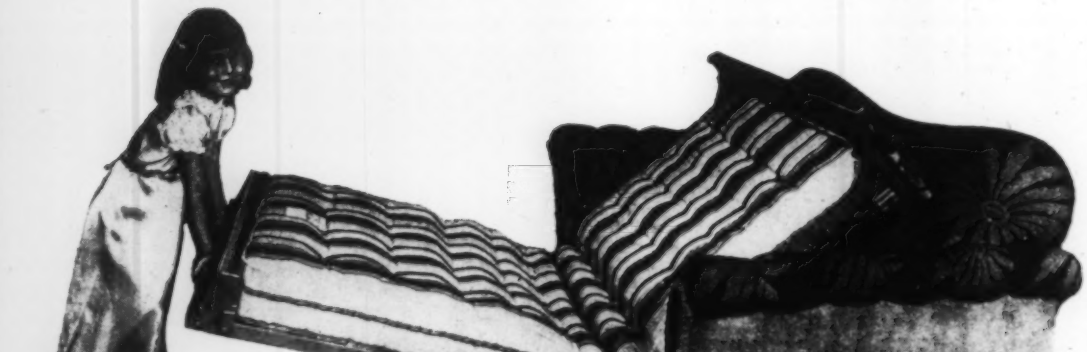
100,000 to 150,000: 16 stations, 11 cities (Atlanta, Dallas, Fort Worth, Oklahoma City, Johnstown, Kansas City, Lancaster, Louisville, San Diego, Syracuse, Toledo). One hour—$400 to $650 (average $493.75); Half-hour—$240 to $390 (average $296.25); One-minute or less—13 stations, $80 to $110 (average $91.08); One-minute—3 stations, $75 to $104 (average $89.66); 20-seconds—3 stations, $60 to $78 (average $71.66); 8-seconds—15 stations, $36 to $52 (average $43.57).

150,000 to 200,000: 6 stations, 6 cities (Grand Rapids, Indianapolis, Kalamazoo, New Haven, Providence, Schenectady). One hour—$480 to $750 (average $565); Half-hour—$288 to $450 (average $339); One-minute or less—$90 to $132 (average $104.50); 8-seconds—5 stations, $45 to $66 (average $53.70).

200,000 to 250,000: 6 stations, 3 cities (Buffalo, Dayton, San Francisco). One hour—$600 to $750 (average $645.83); Half-hour—$360 to $450 (average $387.50); One-minute or less—$100 to $125 (average $116.75); 8-seconds—4 stations, $30 to $60 (average $52.50).

250,000 to 300,000: 10 stations, 4 cities (Columbus, Milwaukee, Minneapolis-

(Continued on page 76)



ONE of the strongest selling points for television has been its ability to substantiate the claims of advertisers. It has taken the showroom, factories and laboratories into the American public's living room to demonstrate sponsors' products. This is how one New York manufacturer chose television in its infancy to prove the worth of his product in a large and competitive market. His business, with three years of TV advertising, has grown by leaps and bounds.

Castro Claimed 'So Easy a Child Can Do It'

...AND TV PROVED THE SLOGAN

BERNARD CASTRO has built his New York business—the manufacture of Castro Convertible beds—literally from the floor up; as an upholsterer's apprentice, he had knelt beside many a broken-down piece of furniture, visualizing its possibilities. He also spent many hours listening to housewives' complaints about ugly beds that took up too much space, before he went out to borrow the $300 with which he started his own organization.

That was 20 years ago. Although the Castro cash registers were ringing up some $400,000 in sales 17 years later, it was the next three years that were the really important ones, for Mr. Castro's gross has now reached several million dollars annually. Television is responsible for the growth, Mr. Castro says today, for it was three years ago that he started his first advertising in that medium.

The manufacturer had long said that the swift conversion of the sofas he built was "So easy a child can do it"—a glib phrase but one that stood the test—for a child *did* do it. He proved the point with his daughter, Bernadette, then only three and a half, by guiding her in opening the family's convertible sofa. In a few weeks, she did it with such ease that Mr. Castro sought a way of bringing the unusual demonstration before the public.

Mr. Castro chose television and called upon WABD, DuMont affiliate in New York, because it was the station he watched and enjoyed the most. TV sponsors were not exactly rushing television sales departments at that time, so the station guided Mr. Castro in preparing a one-minute film commercial of Bernadette opening a couch. In July of that year (1948), Castro Decorators Inc. ventured into the medium with the one-minute film shown twice weekly.

During the first week of the Castro advertising, customers sought the out-of-the-shopping-district store, asking to see "the couch the little girl opens on television." Many of them brought along their own youngsters and stood by skeptically as they prodded the child: "Go ahead, see if you can do it." With great regularity, the child could follow the demonstration he had seen Bernadette give on television, and the parents would be sold.

Although the spots began to pay off immediately, Mr. Castro decided a few weeks later that one commercial a week would suffice. But with the dropping of one spot, he noticed a corresponding decrease in business and reinstituted the second commercial at once.

The WABD spots have continued steadily since, and the Castro organization has expanded its campaign to other TV stations, as well as backing two 15-minute radio shows and utilizing newspaper advertising. Asserting his belief in keeping his product name before the public, Mr. Castro says that even in 1948, when there were only 40,000 TV sets in the country, "our two spots yielded dozens of sales each week, which I could trace directly to television."

* * *

MR. CASTRO has moved his business from the small, one-story showroom-factory it occupied three years ago to separate factory, warehouse andoffice buildings in Manhattan. He has built a new factory in Babylon, N. Y., a new store in Westchester, and has plans for opening sales rooms in Hempstead, L. I., and Newark, N. J., to accomodate the increase in customers.

The Mamaroneck home in which the Castros now reside is quite a step, literally and figuratively, from the place in Italy which Mr. Castro left as a 15-year-old. Although television did not raise the industrious Mr. Castro from the comparative poverty of his $8 per week apprenticeship to his present position, it did accomplish in a short time what years of hard work failed to do: It dramatized before the public gaze a selling point that had to be seen to be believed.

Mr. Castro's only problem today is his three-year-old son, Bernard Jr.,—he still can not open the Castro Convertible.

* * *

Mr. CASTRO

PIGSKIN CONTROLS

NCAA'S Troubles Mount

THE NATIONAL Collegiate Athletic Assn. last week appeared to be facing more problems that needed solving as a result of its so-called controlled football TV plan than the plan, itself, had been expected to solve when first devised.

Public pressure continued to mount, following the retreat of NCAA before the fans' wishes in the Detroit and Washington areas [B•T, Nov. 12].

To add to NCAA's troubles:

● WKZO-TV Kalamazoo worked a surprise play that caught NCAA with its defenses down. Station telecast the Michigan State-Notre Dame Nov. 10 game although neither NCAA nor NBC-TV—network carrying the collegiate TV schedule—had authorized the pickup.

● NCAA, initially denying authority was given to WKZO-TV to air the game, said it was awaiting an official report from NBC-TV, before taking any position on the reported incident.

● In Philadelphia, Francis T. Murray, long a critic of NCAA's controlled telecasts, thought the restrictive plan was doomed. Mr. Murray is U. of Pennsylvania athletic director. The school had been a holdout against NCAA's plan early in the season but backed down when other Ivy League schools threatened to break off relations.

John Fetzer, president and general manager, Fetzer Broadcasting Co., licensee of WKZO-AM-TV, asked about the alleged pirating of the East Lansing game, said: "We have no comment at this time except to say that compelling public interest in the Michigan State-Notre Dame game dictated the necessity for the WKZO-TV telecast. At the proper time and place we will have plenty to say on this subject."

Two Michigan outlets had been granted NCAA permission to ignore the blackout. They were WWJ-TV Detroit and WJIM-TV Lansing. WWJ-TV was granted authority because of public demands (the game was a sell-out last July), and WJIM-TV carried the game because it was the originating station for NBC, and if unable to carry the game could program nothing else for local viewers.

In addition, WNBW (TV) Washington was permitted to telecast the game although the Washington area had been slated to be a "blackout" region that week. Reason was similar to that in Detroit which allowed WWJ-TV's telecast.

As of late Thursday, it was not fully explained how WKZO-TV obtained the telecast. It is not affiliated with NBC.

Mr. Murray, whose school was a pioneer in football TV, told newsmen that the Detroit incident "should convince everyone that football television cannot be nationally controlled."

Return Control

"Football television isn't a problem for the NCAA," Mr. Murray said. And, he said, it is not even a problem for such organizations as conferences or leagues. "The only thing to do is to turn the control back to the individual institutions.

"At Pennsylvania we feel that the NCAA acted without constitutioal authority when it set up this 'experiment' which actually amounts to a ban. But even if it were legal it is unwise. It has an adverse effect on the public, which wants football television, and it leaves colleges open to charges of commercialism."

Occasional complaints that TV films of games after their play disclose coaches' trade secrets were denied last week by Frank Leahy, coach of the Notre Dame's Irish.

Films if properly utilized are of great help to a coach, Mr. Leahy said. "Showing them on television does little or no harm as in order to properly study a fast-moving game, a coach must run the film back several times."

RCA EARNINGS

Mostly From TV, Sarnoff Says

RCA EARNINGS in the past few years have come mostly from television, Brig. Gen. David Sarnoff told a group of leading western research scientists in San Francisco last week.

These earnings were largely the result of research, he said, the payoff for the $50 million his company invested in research before it ever realized a penny of return.

This is an example of the benefits that can accrue from a working partnership between businessmen and research scientists, a partnership which he said was the cornerstone of American strength and a partnership on which the whole of American progress depends.

Gen. Sarnoff made his comments at a luncheon-meeting of the board of directors of the Stanford Research Institute and guests at the Fairmont Hotel in San Francisco Wednesday.

Declaring himself "an enthusiastic supporter of the Stanford Research Institute," Gen. Sarnoff said RCA, even though it has what it believes is the finest electronics laboratory in the country, has found its partnership with the institute and other independent research organizations a valuable asset in the continuous fight to solve the problems of industry and of the world.

'Partnership for Progress'

In this "partnership for progress" it is the job of the researcher to cope with the creative problems confronting industry, problems which the businessman, living "under the gun" of competition has no time or talent to solve, the RCA board chairman said. And the researchers of America are doing this job, he said.

Gen. Sarnoff drew a smile from his audience when he said one of the principal jobs of industry is to provide researchers with problems. But he explained:

"It is the businessmen of the nation, aware of the nation's needs, who can present the researcher with an outline of these needs.

"To discover the need for an invention and to specify it, constitutes 50% of the invention itself," he said. "My entire business career has been built on my faith in the ability of our men of science to produce the things for which we could discover a public need. I have had a very happy time contributing that easy 50% and watching my research partners come up with the hard 50%."

Another important contribution of business to the partnership, he said, is money. High taxes are removing from the American scene, he said, the private philanthropist who once sponsored men of science. The money for research today must come from industry.

"Some people say let the government supply the money," he said, "and you may be sure that if industry doesn't do it, the government will have to."

But he cited three basic reasons why he believes government is not the best agency to take over this role in the partnership.

Government control is not the American way. Such control would establish rigid policy and lines of endeavor that would be stifling to research. Thirdly, the only money government would have to support research would have to come from industry and the people industry serves anyway.

Both the researcher and industry could afford a greater appreciation of what each has to offer the other in the partnership, Gen. Sarnoff said.

"Our scientific friends," he said, "should keep in mind that any product, no matter how fine it may be technically, is worth little unless it can be produced and sold at a price the public can afford. This is what the businessman has in mind when he talks about a realistic approach to his problem."

On industry's part there could be a greater appreciation of the value he is receiving for his investment in research, he said.

"There are companies in America that spend millions of dollars on advertising and sales promotion but refuse to spend a cent on research. They say they are putting their money where it 'pays off.'

"I believe such companies would find, as we have found, that it would 'pay off' many times over if they were to make even a small investment in practical industrial research."

As an illustration, he cited the $50 million RCA put in television research before getting a cent return. Was it worth it?, he asked.

"I think so. And so do our stockholders. RCA earnings, over the past few years, have fully justified our belief: For they came mostly from the television business," he concluded.

SWG-ATFP TALKS

Date and Place Asked

REQUEST to open bargaining discussions has been made by the Screen Writers Guild to the Alliance of Television Film Producers, Los Angeles.

The Guild action was made in the form of a letter which asked that the television producers' group set a date and place for such discussions. SWG has authority over television writers west of the Rockies, in accordance with an edict of the Authors League, with which it is affiliated.

Among demands expected to be made on the producers by the Guild are advance payment against future royalties, which are to be determined on a percentage of the gross; reversal to a writer of his material after he has granted TV rights on it for specified time, as well as recognition of SWG by the Alliance as the only bargaining agent for its writers.

Karl Tunberg, president of SWG, is chairman of the television negotiating committee.

TRANSMITTER TEST

Joined by Seattle Stations

FOUR Seattle stations are conducting a joint test of transmitter effectiveness at Squawk Mountain, 15 miles southeast of the city. One of the four, KING-AM-FM-TV, holds the only television license in the Pacific Northwest.

In addition to KING, other participating stations are KIRO, KOMO and KJR. These latter three, all network-affiliated radio stations, have applications before FCC for video channels.

Jim Hatfield, KIRO chief engineer, explained the test: Two transmitters have been built on Squawk Mountain, one on 50 mc, the other 150 mc. Field strength measurements are being made from a truck driving around Seattle.

The Squawk Mountain site, 2,000 ft. above sea level, is being compared for strength and effectiveness of line-of-sight transmission with the present KING-TV transmitter site, located on a hill near the center of the city.

KING-TV has an application before FCC for a change of transmitter site to Squawk Mountain and the present tests have been designed to compare the two sites.

Also cooperating in the test project are General Electric and the electrical engineering department of the U. of Washington.

BEST-OF-INDUSTRY award is presented to Harold Smith (l), NBC-TV Chicago advertising and promotion manager, for NBC Television from the Direct Mail Adv. Assn. C. B. Larrabee (c), a member of the judging committee, and L. T. Alexander, president of association, make presentation.

SET INTERFERENCE

Solutions Urged In FCC Plan

ALL-OUT PUSH to lick the TV set interference problem has gotten underway at the FCC. It is taking two forms:

(1) The Commission is engaged in an effort to get all set manufacturers to commit themselves to act when an interference problem is reported to them involving one of their sets.

(2) Formation of committees comprising amateurs, servicemen, set distributors and TV set owners in each city is being aided by FCC field engineers.

Almost from the inception of commercial TV following the end of World War II reports of spurious radiations from TV sets—or from other radio receivers or transmitters—began to plague the FCC. Initially, harmonics from amateur transmitters played hob with proud early TV set owners. This was remedied in good part by the amateurs own efforts in shielding their transmitters. Next big fuss was caused by oscillator radiation from TV and FM sets themselves. This pretty well subsided when manufacturers agreed to an RTMA recommendation changing the intermediate frequency of TV sets from the 25 mc area to the 40 mc band.

TV Complaint

However, the FCC still gets several thousand interference complaints a year—and most of them are concerned with TV sets.

Measures to get manufacturers into a cooperative venture so that complaints can be handled expeditiously is the brain child of Harold R. Richman, engineer in the Field Engineering and Monitoring Division of the FCC's Office of the Chief Engineer. Mr. Richman has been working on this for past several months and has gotten it into practically its final form.

So impressed were his superiors with the plan that he was given a "superior accomplishment award" for his outstanding work in this connection. Award was the first made by the FCC's newly organized Efficiency Awards Committee, set up to reward employes for suggestions. Mr. Richman received a raise in pay for his recommendation.

Idea for interference committees took root after an article on the accomplishment of Dallas amateurs in overcoming TV interference problems due to "ham" radiations which appeared in the June issue of *QST*, magazine of the Amateur Radio Relay League.

Article, entitled "The Dallas Plan for TVI," told how Dallas "hams" banded together to track down and correct interference that was due primarily to shortcomings in TV set selectivity. When it was found that RCA sets were particularly susceptible to amateur radiations, local Amateur Radio Club wrote directly to Brig. Gen. Sarnoff, RCA chairman, article disclosed. Within a short time, RCA engineers were on the scene, checked "hams" findings, undertook to correct deficient sets, according to the *QST* article.

Article reported Dallas findings indicating that some TV sets lacked discrimination up to as high as 2,000 ft.

It is that type of cooperative effort that is being fostered in TV cities throughout the country. It is believed that a concerted effort could clean up most bad spots in a short time.

Although the FCC is not sponsoring the establishment of such committees directly, most field engineers have been lending a helping hand. One of their great hopes is that such committees will eliminate to a great degree the complaints they receive and the investigations they are called on to make to discover the cause and cure of such interference.

TV ON TAPE

Bing Crosby Unit Develops

A NEW magnetic tape recording system that will take sight and sound at the same time and thus "reduce cost of making television shows on film to about one-tenth of what it is today" has been developed by the electronic division of Bing Crosby Enterprises.

Perfected after two years of research by John Mullins, chief engineer, and his assistant, Wayne R. Johnson, under supervision of Frank Healy, head of the electronic division, the "filmless camera" eliminates need for using motion picture film by recording directly electronic impulses which are facsimile of images on the magnetic tape.

Capable of absorbing pictures, sound and color at the same time, the new process at a recent Hollywood demonstration in the Crosby laboratory "picked up" for later re-telecasting the sequences of a movie being televised on a standard TV set.

The tape was then fed back through the TV receiver. Although the picture was hazy, it was viewable. Wider tape would improve the definition and resolution, according to the inventors.

Use of additional magnetization also would bring the film into clearer focus and result in greater clarity than the current filmed product for TV and of better quality than kinescope, it was stated.

Commercially used, it was pointed out, the tape recording would be made directly from the television cameras.

Process a Boon

Mr. Healy said the process would prove a boon to entertainers because "television shows can be made in takes, like movies and radio shows. If someone misses a line, the picture can be erased from the tape and done over."

Transformation of the television camera image to the tape is done instantaneously with no developing required. The tape can be erased and used many times.

Besides reducing production expenditures as claimed, it was pointed out further benefits to be derived by TV producers through the new method would be (1) safety factors of tape over film; (2) simplicity of editing tape by merely cutting it and allowing sound and music tracks to remain integrated without necessity of juggling; (3) elimination of separate tracks for sound and images, with erasure of portions or all, and re-use of same tape for inserts permissible; (4) no laboratory processing; (5) no additional costs foreseen for color; (6) tape-to-tape recording for multiple prints needed for TV distribution simplified with cost cut to a minimum.

It was pointed out that the quality of re-transcribed shows and films will be higher than current standards because of renewal qualities of the original content as it is recorded from new tape to new tape instead of from a master negative. Cost of tape is about one-tenth that of film over a period of time, it was explained.

Actual manufacture of the equipment will not take place for six months to a year, it was said. During that time it will be standardized for use of a one-inch tape. Bing Crosby Enterprises will handle distribution. Manufacture of equipment will be shopped out.

LUCAS NAMED

To ABC TV Sales Post

RUPERT LUCAS has been appointed to the newly-created position of manager of television program sales for ABC, Harold L. Morgan, vice president of the television program department, announced Thursday.

A veteran of radio, Mr. Lucas started as announcer-director at various Canadian AM stations until 1932, when he was appointed manager of CKNC Toronto. When radio was nationalized in Canada in 1934, he was named general manager of CKNC and CRCT, the latter eventually becoming the key station of the CBC network.

Appointed director general of production for CBC in 1937, Mr. Lucas was instrumental in organizing and developing the network program division. During the war, he was in charge of radio war loan drives, working in cooperation with the Canadian War Finance Committee.

Leaving Canada in 1942, Mr. Lucas joined the Hollywood office of Young & Rubicam as production supervisor. He became producer-editor of *The March of Time* series in 1944, moving to New York at that time, and was named program manager in the Young & Rubicam New York office in 1945. He resigned from the agency in 1949 to accept a public relations commission from the Canadian Dept. of State.

WHAS Grid Award

SECOND annual "Leadership Award" to an outstanding U. of Kentucky senior football player will be presented at the close of the 1951 season by WHAS-AM-TV Louisville. Award recognizes the player's character, leadership on the field, scholarship and all-around team value. It will be given to the winner during film presentation of the Kentucky-Tennessee game Nov. 25, last in WHAS-TV's football film series of Wildcat 1951 games.

TELEVISION broadcasting career conference will be held in New York Dec. 8 by Brooklyn College's Div. of Vocational Studies and School of Radio Technique—TV.

TV'S MORAL FORCE

Noted by Dr. DuMont

TELEVISION has "an invariable quality of honesty" that separates the sheep from the goats, the wheat from the chaff, "the phony from the genuine," Dr. Allen B. DuMont declared Wednesday in a speech before the annual dinner of the Passaic Chamber of Commerce.

Accepting a citation from the Mayor of Passaic for his television achievements and those of his organization which is celebrating its 20th anniversary, Dr. DuMont said that "in crime hearings and political campaigns, (television) has displayed an unerring ability to sift insincerity and demagoguery.

"The results of some of the recent political campaigns already have been attributed to this quality of television," he said. "Already the politicians high and low, at the local level and at the national level, are wondering and planning. They are wondering what television is going to do to them or for them next year. They are planning to avoid or make use of its unerring ability to distinguish the demagogue from the statesman."

Attacking the federal government for killing incentive and for forcing business "to consume an unnecessarily high percentage of our time, efforts and manpower on red tape and paper work for the government," Dr. DuMont stated:

TV's Spotlight of Truth

"I cannot help but wonder how much longer television would have been in getting here if those of us who worked on its development had been compelled in those early days to pay as much paper-work tribute to bureaucracy as we do now.

"I cannot help but wonder whether television would have not weeded out for the voters those who have imposed this creeping socialism on us.

"I cannot help but wonder whether television would have not exposed for the voters some of the demagogues and insincere officials responsible for the wave of graft and dishonesty which seems to have gotten such a stranglehold on some of our government agencies.

"I cannot help but wonder what is in store for us next year and in succeeding years when the honesty of television is put to work in earnest in the cause of good, clean, honest government and a return to the fundamentals of the American enterprise system.

"It is conceivable, too, that in the working of that accomplishment, television at its efficient best could fill our halls of Congress with statesmen, and our state and local offices with men whose greatest desire is to serve the public interest and welfare by means of the application of honesty and sincerity.

"If that dream could become a reality, television could move forward, unhampered, for fulfillment of its destiny in the full and complete service of mankind."

Dinner marked the adoption of "Passaic, The Birthplace of Television," as the official civic slogan. Passaic, Mayor Morris Pashman noted in his remarks, "is the city in which Dr. Lee de Forest conducted his experiments more than a quarter of a century ago, when television was a concept rather than a reality, and before the amazing growth of the electronics industry began. It was in the Brighton Mills, now part of Raybestos-Manhattan's great mechanical rubber goods plant, that television, crude as it was then, was first put on the air.

"It was here in Passaic that Dr. DuMont began mass production of his cathode ray tube after his earlier work in a little shop in nearby Upper Montclair—a mass production enterprise which may truly be described as the birth of an industry," Mayor Pashman said.

Dinner program, telecast by WABD (TV) New York, also included addresses by Lloyd B. Marsh, New Jersey Secretary of State, and Thomas E. Prescott, president of the Passaic Chamber of Commerce, and a film, *The DuMont Story*, presenting in dramatic form the history of the Allen B. DuMont Labs.

Dr. DuMont (r) receives scroll from Mayor Pashman during Passaic fete.

EIDOPHOR-CBS

New Projection Unit Hailed by Skouras

NEW projection unit for use with television, demonstrated Tuesday in Zurich, Switzerland, was considered by Spyros P. Skouras, president of 20th Century-Fox Film Corp., as important as the advent of talking pictures and equally as certain to revolutionize the United States entertainment industry.

Describing the exhibition—held at the Zurich technical university—as "a magnificent success", Mr. Skouras said the colors were true and the unit was capable of projecting color shows—live or on film—on almost any size screen in the largest of theatres.

New York demonstration of the unit, which projects color via the CBS system, is planned by 20th Century-Fox, he said, for sometime in December. A springtime target date for starting production of the units has been planned, he added, although material shortages may delay this somewhat.

Eidophor was originally invented by the late Dr. Hans Fischer of the university and his associates, and has recently been developed by Dr. Edgar Gretener, an expert in color film and arc lighting. Dr. Gretener explained that the new high-intensity arc lighting now used in the projection unit can produce light "up to double the brilliancy of the sun" in ample enough quantity to fill the largest indoor theatre screen.

Brother Concurs

Opinion of Mr. Skouras, who has reportedly invested more than a million dollars in the system, was supported by his brother, Charles, President of National Theatres Corp. "We'll produce shows in color and put them in movie theatres across the country," he said.

Dr. W. R. G. Baker, vice president in charge of the Electronics Div. for General Electric, Dr. Peter C. Goldmark, vice president in charge of engineering research and development for CBS Labs Division, and a few American theatre owners were among the small group to see the demonstration, which John Martin of CBS Labs produced.

Dr. Baker was quoted as saying the Eidophor system "is probably the most outstanding theatre television system in the world." The outstanding advantage, he observed, is that there "is no limit on the light that can be pumped through the unit.

SET SERVICING

RTMA Program Begins

PROGRAM designed to raise the standard of TV set service was started last week by Radio-Television Mfrs. Assn. under direction of E. W. Merriam, recently named RTMA service manager. The program is sponsored by the RTMA Service Committee.

Education of young men in TV servicing is planned, with RTMA recommending courses of study to the 2,500 vocational schools as well as adult schools. RCA Institute has been engaged by RTMA to write a three-year vocational high school syllabus on radio and TV and a 10-12 month syllabus for adult schools. Gilbert Weaver, training director of the New York State Board of Education, is editing the courses.

The three-year course will provide full training for high school youths whereas the shorter course is designed for radio technicians who are untrained in television.

RTMA also is cooperating with National Better Business Bureau and its local bureaus in distributing a booklet on care of TV sets. It is designed to tell TV set buyers what they may expect of their receivers. Other phases of the program include cooperation with TV servicemen's associations and technician groups.

NBC UHF TEST

Set for Boca Raton

WORTH of UHF is going to be demonstrated to NBC affiliates during the network's affiliates convention in Boca Raton, Fla., Nov. 28-Dec. 1. NBC last week got FCC authority to operate experimental TV transmitter on UHF Channel 23 (524-530 mc) at Boca Raton Nov. 18 to Dec. 1. Transmitter will be installed at Lions Club, with signal to be transmitted to Boca Raton Club, 1½ miles away, where six UHF receivers and converters will be installed.

Demonstrations will include both live and film programming, pickups from convention attractions as well as kinescopes of best NBC-TV shows of the year.

Purpose is to demonstrate not only how good UHF is, but to show affiliates in UHF cities that they should not delay applying for such frequencies, or getting on the air with them as soon as FCC approves, according to NBC officials.

DETAINED BY REDS

CBS-TV Engineers Held

CBS-TV technicians Pat Fox and Cyril Bliss, working in Germany on new *See It Now* series, which was slated to make its debut yesterday, were held in custody by Russian officials in Helmstedt Nov. 11 on the claim that their documents were not in order.

According to CBS-TV spokesman, a Russian Army major—after a lengthy argument—asked proof of the CBS technicians' American employment, and was shown same papers previously called invalid. Mr. Fox and Mr. Bliss were then released along with a British liaison officer and his interpreter who had interceded for them.

Drops TV Show

HAZEL BISHOP Lipstick, New York, through Raymond Spector Agency New York, will drop sponsorship of *The Freddy Martin Show* on NBC TV, Wednesday, 10:30-11 p.m. after Nov. 28 due to dissatisfaction with the time and with the inability of the network to clear desirable time on more stations throughout the country.

MAY WE IN

Lyle Van—WOR

Important news, too (we think)! Because this year—for the FIRST time—BROADCASTING • TELECASTING will publish a *separate* Yearbook for the television industry . . . a volume packed cover-to-cover with important facts about fast-growing TV and the people who are making it grow.

Behind the new TELECASTING Yearbook stands the 18-year tradition of the nationally famous BROADCASTING Yearbook, a veritable encyclopedia of information referred to every day of the year by thousands of advertisers, agencies and other decision makers.

TELECASTING Yearbook will be no less informative, no less invaluable to some 10,000 buyers of TV programs and time when the first, 1952 edition reaches their desks by February 15. And its publication, we believe, is important enough for you to interrupt whatever you're doing and send in that space-reserving coupon at the lower righthand corner of this announcement!

If you have a message for the people who are making TV such a great industry today —here's the place to tell it!

INTERRUPT YOU . . .

with a special news bulletin?

TIME IS RUNNING SHORT . . .

The staff of TELECASTING is already hard at work on this new, first Yearbook. Publication date is February 15, 1952. That means the advertising deadline has to be January 1, 1952.

Mechanical Requirements

Space	Width	Depth	Width	Dep.
Full page	8½"	11"		
Bleed page	9⅛	12¼		
Three-quarters	6¼	11		
Half page	4 1/16	11	8½	5½
Quarter page	2	11	4 1/16	5½
Eighth page	2	5½	4 1/16	2¾

Double page spread 17½x11. Bleed 18½x12¼.

Color: $110 per extra color per page. Bleed $40 per page. A horizontal half page is minimum space in the station directory.

RATES

RATES	1 time	7 times	13 times	26 times	52 times
Page	$395	$350	$325	$285	$265
½	230	215	190	170	150
¼	130	125	120	100	80
⅛	75	70	65	60	50
1/16	45	42	40	35	30

SOME GOOD REASONS WHY TELECASTING YEARBOOK . . .

will be studied, referred to regularly, and kept close beside the most important people in TV throughout 1952:

- Analysis of TV Advertising, 1951
- TV Billings by National Advertisers
- TV Station Listing and Personnel
- "Where to Buy It" Directories
- TV Audience Analysis for 1951
- TV Billings by Networks
- TV Billings by Adv. Agencies
- Billings by Product Categories

plus (of course) pages and pages more of worthwhile, *working* facts about television that have *never before been assembled into a single, handy Yearbook.*

(And a good place, obviously, to list a few significant *sales* facts about yourself!)

RESERVE YOUR ADVERTISING SPACE *TODAY!*

Just fill out this coupon and get it in the mail right away. Or, better yet, wire or phone the nearest office of BROADCASTING-TELECASTING now!

BROADCASTING
TELECASTING

870 National Press Building
Washington 4, D. C.

BROADCASTING-TELECASTING
National Press Building
Washington 4, D. C.

Yessir . . . we like to be in on the start of things. Put us down for _____ pages in the new, FIRST annual edition of TELECASTING Yearbook. We'll have a plate (copy) to you by _____.

Name .....

Organization .....

Address .....

City ..... State .....

BLACKLISTING

Is Charged by Elmer Rice

BLACKLISTING actors and other personnel because of alleged "subversive" political opinions is a "pattern that tends to become dominant in the radio and television fields," Playwright Elmer Rice charged last week.

The Pulitzer Prize winner made the charge last Tuesday when he resigned from Playwrights Television Theatre, group of nine authors whose dramas are being produced on ABC's *Celanese Theatre*.

Letter of resignation—announced to newsmen at New York's Fulton Theatre where Mr. Rice is conducting rehearsals of his new play—was submitted to Stellar Enterprises Inc., a packaging corporation formed by the William Morris Agency to produce the *Celanese* series.

Citing contract clauses giving the playwrights control over scripts, casting and production, Mr. Rice wrote, "I now find that the names of actors selected by you [Stellar Enterprises] are submitted for approval to the Ellington Advertising Agency, whose client, the Celanese Corp. of America, is the sponsor of this program. The agency, it appears, then submits these names to its attorney, Walter Socolow, for 'clearance' from the point of view of what is euphemistically called 'public relations.'"

Charges Political Inquiry

"What this means in effect," Mr. Rice continued, "is that Mr. Socolow conducts an inquiry into the alleged political opinions and activities of the actors and bases his acceptance or rejection upon his judgment of the propriety of their political beliefs."

"As an anti-Communist and a militant opponent of totalitarianism," Mr. Rice said, "I have repeatedly denounced the men who sit in the Kremlin for judging artists by political standards. I do not intended to acquiesce when the same procedure is followed by political commissars who sit in the offices of advertising agencies or business corporations."

In a revival of the controversy that has centered around *Red Channels* since that booklet's publication more than a year ago, Mr. Rice reportedly asserted that Mr. Socolow was under pressure from *Red Channels*' publishers.

Mr. Socolow, identifying the statement as a "distortion" of the facts as he knew them, said: "I never conducted any inquiry into the political opinions and activities of any artists and have never passed judgment upon their political faiths. I do not possess a copy of *Red Channels* nor have I seen one, nor am I under any pressure from any outside source."

Dispute arose from casting of Mr. Rice's *Counsellor-at-Law*, television version of the author's long-run drama which opened on Broadway in 1931 with Paul Muni playing the lead. For the *Celanese Theatre* the playwright had reportedly suggested Mr. Muni and Gregory Peck—neither of whom was available—and three other actors, whom he contended the agency rejected.

'Lean Over Backward'

Jesse T. Ellington, president of Ellington & Co., agency for the Celanese Corp., said, "we've tried to lean over backward to live up to the best traditions of the theatre and to avoid any of that political thing in casting . . . but when you get somebody who may cause a lot of bad publicity for your program, you do have to be a little careful. It's an ordinary business safeguard."

It was reported that one of the actors cast in the television play had been listed in *Red Channels*, but disavowed Communist ties.

Mr. Ellington said that production of the *Celanese Theatre* series —including casting—rests entirely with Stellar Enterprises and that no actor engaged by the producer had ever been disapproved by his agency. The policy in selecting talent has been one of common sense and is not based on political views or pressure from outside sources, he explained, although a necessary criterion is "the degree of public acceptance of the individual." This involves the usual standards of good taste and freedom from notoriety and association with scandal, he explained.

The agency's attorney, he said, is responsible only for legal advice pertinent to program contracts.

By week's end, *Counsellor-at-Law* was still scheduled 10-11 p.m. EST, Nov. 28 over ABC-TV. Alfred Drake will play the title role, with Mr. Rice's "wholehearted approval," according to an agency spokesman.

TALENT GROUPS

Delay of TVA Meet Rejected by 4-A

AMERICAN GUILD of Variety Artists' move of two weeks ago to postpone the TVA convention scheduled for early December was rejected last week by the Associated Actors and Artistes of America board, parent body of entertainment unions.

★

Move was discussed during the week, with board members taking it up with their respective unions, and was voted against by Actors Equity, American Federation of Radio Artists and American Guild of Musical Artists at a 4-A meeting, Nov. 9.

Emphasizing that AGVA has no quarrel with TVA, Albert J. Westbrook of the Variety Guild reiterated that his group has been and continued to be definitely committed to any kind of merger plan that will lead to integration of all entertainment unions. "All we're working for is a vertical structure —one that will give the actor strength and responsibility," he said.

The AGVA defeat in moving for postponement has not affected the Variety Artists' subsequent move for total merger [B•T, Nov. 12]. Invitations sent out to all 4-A unions for consideration of this project had resulted in affirmative answers from AFRA, AGMA and the Hebrew Actors Union, Mr. Westbrook said. Screen Actors Guild is presenting the proposal to its governing board, while Actors Equity and Chorus Equity had not replied by week's end. Invitation to discuss a total-merger plan left designation of meeting time and place to AGVA, once all replies were received.

December convention of TVA—scheduled when the television body was first established—will consider future course of the group, with specific attention to be given the AFRA proposal to merge. Alternatives include continuation of TVA under its present status as a trusteeship of the 4-A—with 10 members from each union on the board, establishing it as a separate union with its own officers and dues structure, or merger with other 4-A combinations.

George Heller, TVA executive secretary, indicated that although his group endorses an all-AAAA merger, working it out in practical terms raises too many questions to make it seem the practical course at this time. Since all unions give vocal support to merging into a single entertainment group, the proposal should be given serious consideration, he contends.

He suggested testing the sincerity of the proposals, however, by setting a July 1 deadline for the plan. If a total merger can't be worked out by that time, AFRA and TVA should be allowed to join together, he said.

Fear Lead Hand

Other 4-A members fear the latter not only because it would give the radio-television combination a lead hand in AAAA policies, but because they would also be deprived of the fat returns expected when TV performers are put on an official dues scale.

Meanwhile, AFRA officials argued that merger now of television and radio units would give direct representation to associated fields under a combined administration, which would result in stronger bargaining positions. The merger—while saving performers a duplication now—would not necessarily delay an all-AAAA union, but would speed it by accomplishing an initial step in that direction, they maintained.

MARKING third birthday of WAAM (TV) Baltimore at a celebration held Oct. 31 at the Phoenix Club in Baltimore are (l to r): Herman Cohen, vice president, WAAM Inc.; Volney Righter, partner, Harrington, Righter & Parsons; Fred Allman, WAAM Inc. consultant; Chris Witting, director and general manager, DuMont Television Network; Richard Rawls, ABC-TV station relations manager; Dr. Detlev W. Bronk, president of Johns Hopkins U. and chairman of station's program advisory council; Ken Carter, WAAM general manager; Ben Cohen, president, WAAM Inc.; Norman Drescher, station relations manager, DuMont; Norman Kal, executive vice president, WAAM Inc. Members of advisory council were guests of honor. Dr. Bronk was principal speaker.

You get a BIG BONUS IN SETS

ON **WFBM-TV** INDIANAPOLIS

Says **JAMES W. BAISE**
BAISE RADIO SALES AND SERVICE
1274 E. Division Street
Evansville, Indiana

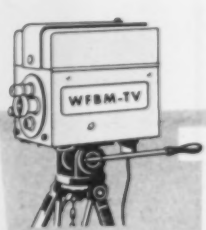
"Evansville is a WFBM-TV town. I receive the station consistently and better than any other station."

● Leading Evansville, Indiana, television retailers like Jim Baise estimate there are approximately 2000 television sets installed in Evansville and Vanderburgh County.

That's good news for every WFBM-TV advertiser . . . it's still more proof that you couldn't spend a TV dollar better than on the Hoosier State's first station. Because, on this great Indianapolis TV station, you're not only hitting the 60-mile bull's eye area in the heart of high-income Hoosier-land, but you're also picking up a sizeable bonus in the lush fringe regions. Planning next year's promotions now? You owe it to your clients to recommend WFBM-TV!

The home of WFBM-TV at 1330 North Meridian Street in Indianapolis is a beautiful new building, designed exclusively for radio and television. Complete facilities for both studio productions and film presentations are available.

First in Indiana



WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

VIDEO STUDY

Public Reaction Measured

A NEW continuing study on the effects of TV on home life and public reaction to program trends has been launched by Erwin, Wasey & Co., New York, according to James C. Douglass, vice president in charge of radio and television.

The most significant reaction of the report just compiled is that the public is rapidly tiring of "old" television faces and unimaginative program formats.

The report was conducted by Marketscope Research Co., Newark, in a "typical" eastern city. It held that the type of program needing most improvement is the television movie, criticized by twice as many persons as any other type of entertainment. The greatest complaint was that the movies are too old.

"However, without the vast backlog of old movies," Mr. Douglass said, "Even the networks, to say nothing of independent stations, could never have inaugurated continuous transmissions.

"But if fresh program ideas are not initiated soon, television will find itself going down hill as rapidly as it rose in the past three years."

Checks Networks

Mr. Douglass reported also that the agency had completed a detailed analysis of every network show telecast last year. This revealed that a vast majority of the shows could attribute poor ratings to hasty preparation, poor organization and lack of advance planning. Conversely, the top-rating shows have a substantial measure of all three of these fundamentals, he said.

"It is our feeling that the public does not know what it wants. It knows generally that it wants to be entertained but not hoodinked by an advertising hook baited with a dead shrimp of banality," it was pointed out.

"If in the months to come we find out a little about what the public does not want or is tired of, we will at least eliminate some of the undergrowth which must be cleared away before fresh program ideas can sprout."

As for evaluating shows on the basis of ratings (Videodex, Telepulse, Nielsen, etc.) Mr. Douglass pointed out that they are useful only in determining broad trends since such samples are influenced by a number of elements.

Particular emphasis in the initial study, Mr. Douglass said, was placed on the attitude of parents in regard to their children.

Three-quarters of the parents with children from three to 13 years of age believed television viewing to be beneficial. Of this group 70% felt that television on the whole was educational, 15% cultural, 6% relaxing to the child, and 3% found it kept youngsters out of mischief. About one-quarter opposed TV for their children.

HOPEFULLY looking toward Dec. 5 finals for title of Miss U. S. Television over DuMont Television Network are (l to r) Marty Hogan, m.c.; Patricia Stevens, owner of modeling and fashion school which sponsored Chicago finals; Singer Lucille Reed, Miss Chicago Television, and Walter Schwimmer, president of the package firm which syndicates program in 13 cities.

It's Results That Count...

In October, an advertiser wrote,
"I am sure it will be of interest to you to know that WGN-TV produced the lowest cost leads for us of any Television station in the country."

If it's results you want . . . it's* WGN-TV *in Chicago

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

EDUCATION WEEK

'Life,' WHAS-TV Join Forces

'LIFE' magazine joined WHAS-TV Louisville in presenting *Inside Our Schools* during National Education Week, Nov. 11-17.

Victor A. Sholis, vice president and director of WHAS-TV, explained that the special educational project included a series of telecasts from schools in Louisville and in the surrounding area. *Life* representatives had discussed the plan with WHAS-TV for weeks, Mr. Sholis added.

About 13 hours of the WHAS-TV schedule was devoted to what takes place in classrooms, both public and parochial, elementary and high school. Monday through Friday, telecasts originated from one or more schools in the area. In addition, several classes were brought to the studio and other regular WHAS-TV programs were devoted to some phase of National Education Week.

Life sent a mailing to all its subscribers in the Louisville area, urging them to watch the telecasts. The mailing included a checklist with which viewers could rate their schools. *Life* also provided WHAS-TV an edition of *March of Time* and other films on our educational system for showing the preceding week.

TVA Elections

WEST COAST delegates to the national Television Authority convention in New York Dec. 7-9 are expected to be announced later this week. All mail election ballots were to be in the Los Angeles office today (Nov. 19). Total of 16 delegates will be selected representing various categories in TVA. Among those nominated were Peter Prouse, former head of TVA West Coast section; Lee Hogan; Eve McVeagh; Whit Bissell; June Whitley; Tyler McVey.

WOC-TV *Sells!*

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the SOLD OUT stage. There are a few good program and announcement availabilities left, so you'd BETTER ACT NOW.

Better act now **. . . if you want to reach WOC-TV's 23 county good viewing area.** ***Better act now*** **. . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power** ***30.2% above the national per capita average*** **(Sales Management 1951 "Survey of Buying Power").**

Let us or your nearest F & P office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that SELLS!

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The
QUINT CITIES

Col. B. J. Palmer, ***President***
Ernest C. Sanders, ***Resident Manager***

WOC-TV
AM FM

COMMUNITY TV

Replace Small Station?

FEAR that community antenna TV systems may mean the doom of small-market TV stations is one reason why FCC has not yet made up its mind on the application for common carrier frequencies made by J. E. Belknap & Assoc. of Poplar Bluff, Mo. [B•T, Oct. 15].

That is one impression Mr. Belknap and C. B. Bidewell, one of his associates, carried away with them after a one-day visit last week with FCC Chairman Wayne Coy and General Counsel Benedict Cottone. They were told, also, that the whole question of community antenna TV systems has not been resolved and that it merged to some degree with the Commission's consideration of subscription TV, theatre TV, and other forms of paid telecasting. Also involved, they were informed, was the question of satellite TV operations.

Reason Indicated

Reason the Commission is worried about community antenna TV systems is pointed up by this touchy question:

Will anyone be interested in investing several hundred thousand dollars in a small-market TV station, probably on not-well-established UHF, if someone else can furnish big city TV programs to subscribers at a nominal monthly fee merely by picking up a metropolitan station's signals and feeding them to subscribers via coaxial cable?

Some at the FCC feel such a situation would be a stumbling block in the path of small TV stations and still uncertain UHF.

Application by Mr. Belknap asked for permission to use two microwave relay stations in the 5925-6425 mc band to pick up WMCT (TV) Memphis and feed the signal northwest to Kennett and Poplar Bluff, Mo. If successful, the applicant proposes to extend the service eastward to Dexter, Malden, Sikeston, Jackson, Cape Girardeau, Mo., Cairo, Ill., and Paducah, Ky.

After that, the firm plans to pickup KSD-TV St. Louis signals, feed them to Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnston City, Marion and Carbondale, Ill.

Service in each of these cities would be rendered by individual distributing firms, the application stated. The Belknap organization would only transmit signals from one city to the other. In its hometown of Poplar Bluff, the Belknap firm did plan to enter the distribution end of community antenna service for individual subscribers.

Hearing on the Belknap application was asked by WMCT and KSD-TV [B•T, Nov. 12]. The stations raised several questions regarding the rebroadcasting of their programs, license rights in the properties, etc.

RECEPTION was held for Peggy Wood, star of CBS-TV *Mama* series, who received Royal St. Olav Medal for advancing American-Norwegian cultural relations on her program. Chatting with Miss Wood at presentation are (l to r): Frank Stanton, CBS president; Erling S. Bent, Consul General of Norway in New York, and J. L. Van Volkenburg, president, CBS Television Division. Mr. Bent made presentation to Miss Wood at direction of King Haakon VII of Norway.

We've really got connections
KSL-TV
And we are pretty smug about our connections too. KSL-TV not only gets the "cream of the TV crop" through affiliation with three important networks, CBS, ABC and Dumont, but KSL-TV offers great programming directly from the networks. Yes, sir . . . coast to coast telecasting is now a reality in the hustling "Center of Scenic America Market" through the up-to-the-minute facilities of KSL-TV
SALT LAKE CITY UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

BLOODWORTH NAMED

To Hal Roach Post

HAL ROACH Studios, Culver City, Calif., has appointed James Bloodworth as manager of its TV commercial spot film department. Besides directing sales, Mr. Bloodworth will coordinate the studios' production of commercial films, according to Hal E. Roach, president. After expanding the studios' sales division of TV commercial films in the Southern California area, he will appoint sales representatives for Chicago, New York, San Francisco and other major cities.

Writer-producer of short subjects at Warner Bros. Studios until recently, Mr. Bloodworth has been a Mutual-Don Lee producer in Hollywood and was associated with various national advertising agencies in similar capacity. Hal Roach Jr., vice-president and executive producer of the firm, is currently in New York negotiating with advertising agencies and sponsors for the production of three new half hour weekly series film shows for television.

ABC-TV FILM USE

Most From Hollywood

SEVENTY-FIVE percent of the film used by ABC-TV has been produced in Hollywood, according to Donn Tatum, director of television for the network's western division and manager of KECA-TV Los Angeles. Mr. Tatum made the observation in a talk on "Films in Television" at a regular monthly meeting of the National Society of Television Producers, Los Angeles.

The network, he said, devoted 50% of its time to film entertainment. This and the 75% figure, he noted, would hold good for a long time, with the possibility that in the future they might even be increased.

During the business portion of the meeting it was announced that a New York branch of the Society had been opened at 35 West 53d St.

It was further reported that Bob Mendelsohn, partner in Gilford & Mendelsohn, Los Angeles law firm, had been named to replace Max Gilford as counsel for NSTP. Mr. Gilford resigned to become executive producer for Pegasus Productions.

Membership also heard a telegram sent to NARTB under authorization of the NSTP board approving the broadcasters' code of ethics.

Spot Cost

(Continued from page 66A)

St. Paul, Washington). One hour—$550 to $850 (average $660); Half-hour—$330 to $480 (average $390); One-minute or less—9 stations, $100 to $160 (average $125.55); One-minute—1 station, $110; 20-seconds—1 station, $100; 8-seconds—9 stations, $30 to $80 (average $56.66).

300,000 to 350,000: 8 stations, 4 cities (Baltimore, Cincinnati, Pittsburgh, St. Louis). One hour—$650 to $850 (average $775); Half-hour—$390 to $510 (average $465); One-minute or less—6 stations, $113.75 to $150 (average $132.29); One-minute—2 stations, $125 to $150 (average $137.50); 20-seconds—2 stations, $100 to $135 (average $117.50); 8-seconds—8 stations, $40 to $75 (average $55.55).

500,000 to 600,000: 3 stations, 1 city (Cleveland). One hour—$750 to $800 (average $783.33); Half-hour—$450 to $480 (average $470); One-minute or less—2 stations, $150 to $160 (average $155); One-minute—1 station, $200; 20-seconds—1 station, $165; 8-seconds—3 stations, $75 to $80 (average $78.33).

700,000 to 800,000: 5 stations, 2 cities (Boston, Detroit). One hour—$1,100 to $1,250 (average $1,160); Half-hour—$660 to $750 (average $695); One-minute or less—$200 to $250 (average $220); 8-seconds—2 stations, $75 to $100 (average $87.50).

900,000 to 1 million: 3 stations, 1 city (Philadelphia). One hour—$1,400 to $1,500 (average $1,466.66); Half-hour—$840 to $900 (average $880); One-minute or less—$250 to $300 (average $283.33); 8-seconds—$125 to $150 (average $141.66).

1 million to 2 million: 11 stations, 2 cities (Chicago, Los Angeles). One hour—$750 to $1,500 (average $1,140.90); Half-hour—$450 to $900 (average $689.09); One-minute or less—6 stations, $200 to $325 (average $261.66); One-minute—5 stations, $135 to $250 (average $194); 20-seconds—5 stations, $90 to $230 (average $163); 8-seconds—10 stations, $40.50 to $150 (average $112.55).

Over 2½ million: 7 stations, 1 city (New York-Newark). One hour—$800 to $3,750 (average $2,371.42); Half-hour—$480 to $2,250 (average $1,422.86); One-minute or less—2 stations, $775; One-minute—5 stations, $165 to $650 (average $383); 20-seconds—5 stations, $130 to $550 (average $301); 8-seconds—6 stations, $80 to $387.50 (average $221.92).

ANOTHER LOS ANGELES TV HEADLINER!

Monty Margetts

HER INFORMAL COOKING PROGRAM SELLS SO HARD... IT'S NEARLY SOLD OUT!

Want a sure-fire women's participation show on TV to sell *your* food product in the great Los Angeles market?

Take a look at Monty Margetts! And buy time on this friendly, intimate show — *if there's any left!*

We say this advisedly, because Monty's time is just about sold out as we write this. Here's a gal who doesn't pretend to be an expert cook. But her warm, appealing manner has won her thousands upon thousands of friends. They send in recipes by the dozen... letters often running into the *thousands* a week.

Yes, Monty may not be an expert cook... but how she sells!

Food products presented on her TV show get the support of dealers... and the patronage of customers in the booming Los Angeles market.

Spots are available at the moment on the Monty Margetts program... *they won't be for long!* Time is 2:30 to 3:00, Monday thru Friday.

For complete details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

NBC HOLLYWOOD

KNBH channel 4

TO SELL THE BUYING MILLIONS IN AMERICA'S 2ND LARGEST TV MARKET

BANNISTER FLAYS CODE CRITICS

Reiterates Determination to Urge Immediate Adoption

(The editor last week received the following letter from Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, NARTB television director, and member of the NARTB committee that drafted the television code.)

EDITOR:

I'm very much disturbed over the contents of a story in your [Nov. 5] issue. It summarizes the reactions of Washington lawyers to the NARTB television code, and they're not good.

In fact, to me, it looks as if the old axe is out—sharpened and ready for the kill.

According to the story, certain lawyers allege that the code has been "hastily processed," that it "faces serious rewriting," that "discovery of loopholes might delay final adoption," that it sets up a "kangaroo court," that "withdrawal of seal would be tantamount to loss of station license," that "a number of attorneys could not advise their clients to subscribe to Code," etc. etc. *ad infinitum, ad nauseum.*

I'm not really surprised. What irks the lawyers like all hell is that THEY did not write the code—that it was written by laymen—with fine legal counsel, I might add.

Furthermore, the way it looks to me, all the legal objections made to the code are of the same nature that one could make to any law ever written and enacted into law, —by lawyers.

Written by Lawyers

As a matter of fact, the basic law of the land, our hallowed Constitution, was written by lawyers, and the lawyers still write and pass laws which other lawyers declare to be unconstitutional, despite the fact that over 150 years have gone by since the Constitution was adopted. You'd think that by now, the lawyers would have learned what the Constitution really means.

Every point raised in your story was considered and talked out in the code committee meetings. When counsel advised that we were up against legal obstacles, we tried in every way to meet the situation. When a head-on collision was inevitable, we either backed away or decided to take a calculated risk. We took the most important calculated risk in the case of liquor, deciding to ban it on television. We do so, realizing that some shyster might start a distilling business with no end in view other than to try to buy television advertising, knowing it would be refused, then sue everyone in the industry for a million dollars. We decided that such an eventuality would be a great thing for television, and that no jury in the country would find for the shyster.

As to the charge that the code was "hastily processed," it is now 11 months since the FCC issued its call for an industry meeting to consider television programming standards. If anything, we've allowed too much time to lapse, without settling the matter.

As to the withdrawal of seal being tantamount to loss of license, which of course reveals lack of understanding of our laws—because the Commission is NOT bound by NARTB action—I only say, "So what?" Anyone who can't run a television station well enough to retain the seal should go back to the coal mines, or study law.

The code was written by and for policy makers, not lawyers. Any television operator who is silly enough to allow his lawyer to determine policy, ought to have his head examined. As I see it, a lawyer is a guy you hire to tell you how you go about doing something which you feel should be done.

This television business is NOT radio. It's too powerful, too vivid, too compelling to be allowed to run loose. It needs a code, but quick. If it doesn't come up with a code, *quickly*, from within the industry, it will have something infinitely more restrictive imposed on it from without. That was in our minds at all times. Apparently it hasn't yet dawned on some members of the Washington bar.

The board of review cannot have its functions completely spelled out and defined in detail at this time. It needs, first, to be set up so it can function; then it will be a developing mechanism, crawling at first, then walking slowly, and eventually, getting into high gear. But, it must be established, *now.*

Valid Objections

If the broadcasting lawyers really have at heart the best interests of their clients, they will in all cases figure out how the Code can be revised to take care of valid objections *without* in any way weakening it, and above all, to retain the teeth we gave it so that it will not be a mere gesture or a bunch of well-meaning platitudes. Then it should start to function at the earliest possible moment, while television is still in the hands of the top operators of the nation, before the cats and dogs who killed the radio code get a chance to do likewise to television. We've got to establish the seal and the board of review on a firm basis (which means at least two years of operation) before the cats and dogs arrive. By that time, I hope we'll be so strong that newcomers will either abide by the rules, or else.

I'm going to the December meeting of the NARTB Board, prepared to urge adoption immediately, with no weakening, no weasel words, and I urge everyone in the industry, including the Washington bar to work to that end, without respite or delay. Time's a-wasting.

ADMIRING new CBS Television symbol are (l to r) J. L. Van Volkenburg, TV division president, and William Golden, creative director of Advertising & Sales Promotion Dept., who designed symbol. In use since Oct. 20, new symbol resembles an eye against background of cumulus clouds.

THEATRE TV

New Firm Announced

THEATRE Television Authority, with a nationwide theater-TV network as ultimate goal, has been organized in Los Angeles. Articles of incorporation have been filed with California Secretary of State in Sacramento.

In addition to assisting exhibitors in purchase and maintenance of large screen theatre TV equipment, new group also will service those houses with special video programs, according to Kenneth E. Wright, managing director.

Although starting date wasn't announced, Mr. Wright said TTA will launch its service with approximately 30 theatres in California, the majority of them in the Los Angeles area. He hopes to expand service to include the 11 western states and ultimately go national.

Conceding there is difficulty at present in obtaining equipment because of shortages, Mr. Wright declared groundwork is being laid now for the long-range goal.

Special Programs

Program fare, he said, will consist of sports, special events and specially produced shows, with a guarantee to the producers. All such shows will be exclusive to TTA, it was pointed out.

Organization will be partly financed by a $100,000 stock issue, with additional money already available, according to Mr. Wright.

Besides Mr. Wright as managing director, Rodney C. Richardson is secretary. They also serve on the board of directors with Jack Brashear, Frank A. Prior and Les C. Schwimley.

A request for recognition as a public utility has been filed with California Public Utilities Commission.

PILOT FILM

CBS-TV, Cornell Announce

PILOT film in the CBS Television-Cornell U. exploration of joint production of educational TV programs will go into production this week and will deal with the Cornell Aeronautical Lab's research on aviation speed and safety [B•T, Nov. 12].

Plans for the half-hour test film, which CBS-TV spokesmen described as the possible forerunner "of a series of Cornell-CBS Television educational programs covering virtually the full range of human interest," were announced jointly last Thursday by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, and President Dean W. Malott of Cornell.

The announcement said the plans "contemplate the possibility of the university contributing to the development of educational television in many departments of its far-flung interests," utilizing both its experts and many of its 15 schools and colleges. CBS-TV's role would involve providing technical know-how to present the programs dramatically and interestingly, as well as financial backing. CBS-TV gets exclusive network rights to use of the film.

The Cornell Aeronautical Lab, where the pilot film will be developed, is a $5 million air facility located at Buffalo and operated by Cornell for all phases of aviation research and development.

KTTV (TV) Los Angeles coverage of Los Angeles County Fair, Pomona, in September was named best public service programming of the year in 1951 popularity poll conducted by Terry Vernon, television editor of the *Long Beach* (Calif.) *Independent.* Fair coverage won over Kefauver hearings and MacArthur arrival in San Francisco telecasts.

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is your best buy
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THE BRANHAM COMPANY

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Live Commercials Top Advertest List

(Report 190)

LIVE commercials are preferred by 45.2% of the television audience, according to a survey of television commercials by Advertest Research, New Brunswick, N. J. Cartoon types were shown to be preferred by 44.5%.

Listing the singing or dancing type as the best method of commercial presentation were 55.6%; story or dramatic type presentation was rated second.

When it comes to presenting the product, the Advertest survey indicated that "showing the product in use" is the method preferred by 38.5% of the TV audience.

Generally, video commercials are considered in a favorable light, the survey showed, although the amount of advertising time is thought to be 40% greater than it should be. As for interest in the commercial, education is a criterion in that, as the amount of education increases, interest in TV commercials decreases.

Most respondents thought that TV commercials were improving. Lucky Strike led in that best-liked division, replacing last year's leader, Ballantine. Philip Morris continued to lead the most disliked list, the Advertest survey showed.

The study, part of Advertest's "The Television Audience of Today," was conducted to ascertain which commercials were best remembered, best liked, least liked, and an evaluation of the TV commercials.

Ronson surpassed Bulova's 1950 record as the best remembered commercial and was followed by Chesterfield, Lipton and Beechnut, in that order. For best-remembered commercials in each category, see accompanying table.

PRODUCT	1950	1951
Appliances	General Electric	Westinghouse
Automotive	Ford	Ford
Auto. Equip.	Texaco	Texaco
Beer & Wine	Ballantine	Schaefer
Clothing & Access.	Howard	Howard
Confectionery & Gum	Chiclets	Beechnut
Drugs & Toiletries	Whelans	Stopette
Toilet Soap	Ivory	Lux
Foods	Bird's Eye	Bird's Eye
Food Beverages	Lipton	Lipton
Laundry Soaps	Tide	Ajax
Lighters & Silverware	Ronson	Ronson
Household Equipment	Congoleum-Nairn	Armstrong
Publications	(Not reported)	TV Guide
Radio & Television	DuMont	Philco
Soft Drinks	Pepsi-Cola	Pepsi-Cola
Travel & Utilities	TWA	Con. Edison
Tobacco & Cigarettes	Chesterfield	Chesterfield
Watches	Bulova	Bulova

TV Programs Classified By National Board

FOUR children's television programs and eight for adults were found "objectionable" by the National Television Review Board, Chicago, in its October report. Three children's shows and 16 for adults were tagged "variable."

In the children's class, "objectionable" programs were *Captain Video*, *Foodini the Great*, *Howdy Doody* and *Space Patrol*, while *Cisco Kid*, *Cliff Norton* and *Tom Corbett* were labeled "variable." For adults, "objectionable" shows were *Bride and Groom*, *Eloise Salutes the Stars*, *Juvenile Jury*, *Marigold Wrestling*, Milton Berle, *Rainbo Wrestling*, *Stork Club* and *What's My Line?*

KNXT Issues Card No. 1

AS OF December 1, KNXT (TV) Los Angeles puts into effect Rate Card No. 1. The station has been operating on the rate card of KTSL whose call letters were recently changed to KNXT.

New hourly rates for Class A time will be increased by $300 to $1,500. Spots become $300; shared station identifications, $150. Class B and Class C rates are being adjusted accordingly. Old rates will apply on orders placed and accepted prior to Dec. 1.

Station rate increase was prompted by the move of its transmitter to Mt. Wilson, a tenfold increase in power in addition to an increase in TV set sales, in the Los Angeles area, the station said.

Weekly Television Summary—November 19, 1951—TELECASTING Survey

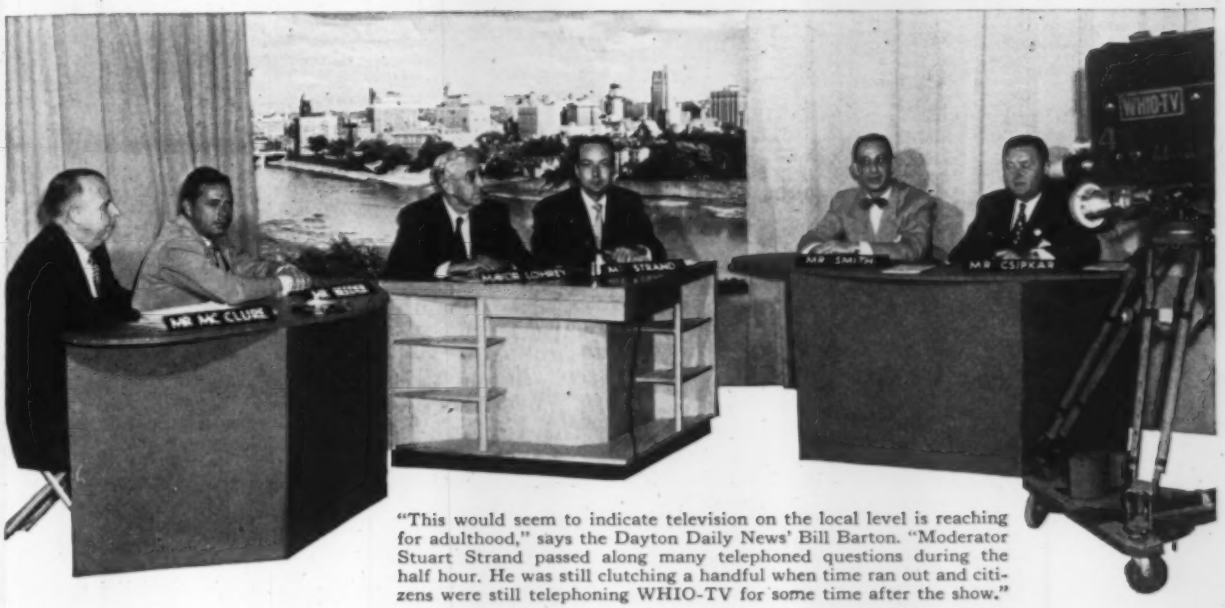
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	71,125
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	337,687
Binghamton	WNBF-TV	44,750
Birmingham	WAFM-TV, WBRC-TV	65,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	786,790
Buffalo	WBEN-TV	221,972
Charlotte	WBTV	100,230
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	995,630
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000
Cleveland	WEWS, WNBK, WXEL	529,548
Columbus	WBNS-TV, WLWC, WTVN	299,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	140,808
Davenport	WOC-TV	67,805
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	215,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	76,875
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	140,808
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	84,049
Houston	KPRC-TV	98,902
Huntington-Charleston	WSAZ-TV	63,167
Indianapolis	WFBM-TV	187,250
Jacksonville	WMBR-TV	42,000
Johnstown	WJAC-TV	120,000
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	157,251
Lancaster	WGAL-TV	117,280
Lansing	WJIM-TV	67,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	109,835
Matamoras (Mexico), Brownsville, Tex.	XELD-TV	10,500
Memphis	WMCT	104,129
Miami	WTVJ	89,300
Milwaukee	WTMJ-TV	280,113
Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Nashville	WSM-TV	43,393
New Haven	WNHC-TV	200,000
New Orleans	WDSU-TV	67,148
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,625,000
Newark	WATV	85,742
Norfolk	WTAR-TV	103,217
Oklahoma City	WKY-TV	100,231
Omaha	KMTV, WOW-TV	939,800
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	44,700
Phoenix	KDHO-TV	342,388
Pittsburgh	WDTV	170,000
Providence	WJAR-TV	95,071
Richmond	WTVR	93,260
Rochester	WHAM-TV	67,805
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	59,400
Salt Lake City	KDYL-TV, KSL-TV	56,263
San Antonio	KEYL, WOAI-TV	111,985
San Diego	KFMB-TV	247,000
San Francisco	KGO-TV, KPIX, KRON-TV	180,500
Schenectady-Albany-Troy	WRGB	99,000
Seattle	KING-TV	327,000
St. Louis	KSD-TV	143,494
Syracuse	WHEN, WSYR-TV	127,000
Toledo	WSPD-TV	89,263
Tulsa	KOTV	56,200
Utica-Rome	WKTV	301,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	84,063
Wilmington	WDEL-TV	

Total Markets on Air 64* Total Stations on Air 109* Estimates Sets in Use 14,496,000

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Eyes and Ears of a GOOD CITIZEN



"This would seem to indicate television on the local level is reaching for adulthood," says the Dayton Daily News' Bill Barton. "Moderator Stuart Strand passed along many telephoned questions during the half hour. He was still clutching a handful when time ran out and citizens were still telephoning WHIO-TV for some time after the show."

Here's something hot in public service shows—so hot, in fact, that we may change the name to "Fireworks on Sunday Afternoon!"

Actually, the name is—"The Citizen Speaks." WHIO-TV supplies the prime half-hour (2 P. M. Sundays) and the moderator. The rest of the cast is Dayton city officials and Dayton citizens.

A subject of city-wide interest is announced each week. Qualified city officials appear before a panel of citizens who want to know *What? Why? Where? When? How Much?* During the show, viewers can phone in additional questions, thus making it a widespread free-for-all.

To use an overused phrase—*this is democracy in action*—and we do mean action. It was launched with much finger-crossing. Would the people of Dayton take an interest? If you doubt it, you should be on our switchboard and read our mail. Would city officials like the notion and cooperate with it? The answer is: Both!

To quote Mayor Lohrey, "This is one of the healthiest things in city government I've ever experienced. The public response is amazing. On this WHIO-TV program we're able to bring the democratic processes of local government into the living rooms of Dayton. This program answers a real need." To quote ourselves, "Here is public-service programming with a BANG!"

City Manager McClure, Mayor Lohrey and Moderator Stuart Strand *(below)* discuss program details. With members of Dayton City Commission *(above)* they appear on premiere of "The Citizen Speaks."

CHANNEL 13
whio-tv
-AM
-FM
DAYTON, OHIO

Pulse for September shows 8 out of top 10 weekly shows were aired via WHIO-TV.

TV IN JAPAN

Plans Group Returns to U. S.

PLANS for creation of a commercial TV network in Japan have been laid before telecommunications officials of that country and the proposed 22-station hookup is now in the blueprint stage.

This was learned after the return of a three-man group from Tokyo last month. The delegation was headed by a Maj. Harry Holthusen, affiliated with a New York legal firm.

Maj. Holthusen and two other representatives had drawn up plans for creation of the network in line with recommendations of Sen. Karl Mundt (R-S. D.), advocate of a global TV project for Japan and Turkey. One of the representatives, presumably an engineer, is associated with RCA.

The military official followed up his Japanese trip with a conference at the headquarters of the Turkish delegation in Washington, D. C. He is heading a similar delegation to Turkey.

Japanese communications authorities were described as gratified with the plans submitted by the American group. They had solicited counsel on the TV and also a commercial radio project during a visit to New York, Washington and other cities last summer, conferring with radio-TV broadcasters [B•T, July 23].

Financing in Japan

The Japanese TV network will be underwritten by private firms there at an estimated cost of $4,670,000, with provision for the U. S. State Dept. to lease facilities for information programs. The first Japanese commercial radio station got underway last September.

Another member of the Holthusen unit is a representative of Philips-Eindleoven, Dutch manufacturer, who will accompany the group to Turkey with similar plans. Maj. Holthusen reportedly obtained reassurances from the Turkish delegation on the diplomatic aspects of that project.

The Turkish plan is geared along similar lines, with an estimated initial expenditure of between $3 and $4 million covering a few stations and a long range outlay of between $30 and $40 million for additional transmitters and community-type receivers. Network would be used for educational and cultural programs [B•T, Sept. 3, Aug. 20, July 30, 23].

U. S. military authorities are expected to confer with Gen. Dwight Eisenhower at Supreme Headquarters, Allied Powers of Europe, on the feasibility of launching the project from that juncture. Turkey is earmarked for membership in the North Atlantic Treaty Organization. Discussions may be held shortly.

FLICK of a switch by Chris J. Witting (r), director and general manager of DuMont TV Network, launches operation of WABD (TV) New York transmitter from atop the Empire State Bldg. in New York. Signal is given by Rodney D. Chipp (c), network director of engineering, while Clarence G. Alexander, DuMont operations director, looks on. Station's transmitter went on the air from new site Oct. 26.

Heads Telethon

HOWARD S. CULLMAN, chairman of New York Port Authority and chairman of the city Cerebral Palsy Drive, will head the general committee in charge of the 14-hour telethon to be carried on WJZ-TV New York Dec. 8 and 9. Trevor Adams, general manager of the ABC key station, will be general coordinator of the night-long celebrity parade.

UHF BOUNCES FROM MOON

Collins' Iowa Signal Lands in D. C.

BOUNCING radio signals off the moon seems to be no trick at all any more.

Collins Radio Co. in Cedar Rapids, Iowa, did that very thing twice in the last few weeks—and the signal was received in Washington, 775 miles away.

However, this was the first time that UHF was used. Previous experiments were done by the Army Signal Corps in 1946 under the direction of Col. John H. DeWitt Jr., now president of WSM Nashville, using 100-mc radar equipment, and by Australian scientists in 1950 using 20-mc transmissions.

Collins used a 20-kw transmitter on 418 mc, putting out an effective radiated power of 5,000 kw. It transmitted a continuous-wave telegraphic message for 30 minutes on Oct. 28 and again on Nov. 8, using a highly directional transmitting antenna. Both messages were received at the National Bureau of Standard's Sterling, Va., field office, about 30 miles west of Washington, using a highly directional receiving antenna. Collins has been working under contract with NBS for a number of years.

The received signal strength of the moon-reflected signal was 0.0002 micro-microwatts. The received signal from a 50 kw AM broadcast station over the same distance would have been 0.01 microwatt, according to NBS officials.

The message was Dr. Samuel F. B. Morse's "What hath God wrought."

Experiment evoked lot of comment, with some reports speculating on the possibility of using the moon to extend UHF TV signals. This was doubted by some consulting engineers who questioned the efficiency and economy of using the moon as a reflector of radio beams.

One of the drawbacks, according to consulting engineers, is that the moon must be over the same part of the earth as are the transmitter and receiver to be used. Secondly, they say, tremendous power would be needed to get a usable signal, since attenuation is extremely high.

On the asset side is the information that is gained from such experiments—particularly in UHF. Since UHF is fairly unknown spectrum-territory — scheduled to be used for TV when the three-year-old TV freeze is lifted early next year [B•T, Nov. 5]—consulting engineers feel that every piece of data gathered on the propagation characteristics of this part of the spectrum is valuable.

NBS said that possibilities of using the moon as a reflector for communication purposes was feasible. It said "scientists believe that a dependable radio system might be arranged if the transmitter and antenna were engineered for these specific purposes."

Actually, the experiment took place to test out theoretical calculations made by NBS engineers. Results proved them correct, according to the NBS statement.

Meanwhile, 14,000,000 TV set owners, many of them plagued by ghosts and other forms of reflected signal interference, have begun cocking a wary eye at the earth's satellite.

RCA Victor Buys

RCA Victor has signed to sponsor Ezio Pinza and Dennis Day in a new half-hour show on NBC-TV starting Friday (8-8:30 p.m.). Mr. Pinza will appear weekly in his own show until after the first of year, when Mr. Day will alternate with him.

Aniline Media Plans

RADIO and TV are being considered by the National Aniline Div. of Allied Chemical & Dye Corp., New York, which recently named Price, Robinson & Frank, Chicago, to handle its advertising for Swerl. Clinton E. Frank and Robert G. Everett handle the account.

CONTRACT TALKS

ALA Meets With Networks

NATIONAL Television Committee of the Authors League of America met with network representatives Thursday—for the first time since July 24—to resume contract negotiations, halted when the Radio Writers Guild sought an NLRB vote to settle jurisdiction over television writers.

Screen Writers Guild on the West Coast also started negotiations last week with producers to settle contracts for writers on filmed television shows. Any agreement reached will be signed by the SWG for writers west of the Rockies and by the ALA, which retains its jurisdiction over TV writers east of the Rockies.

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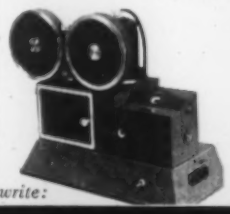

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COMPARING notes after Oct. 9 premiere of *Keep Posted*, weekly half-hour news discussion panel on DuMont TV, are (l to r) J. D. Danforth, BBD&O v. p.; E. Huber Ulrich, asst. to pres. and dir. of pub. rel., Curtis Pub. Co., sponsor; D. E. Van Metre, manager, sls. and subscription promotion, Curtis Circulation Co.; Martha Rountree, show co-producer, and Chris J. Witting, director of DuMont network.

BEN GREER (r), news dir., WFMY-TV Greensboro, N. C., interviews Sen. James H. Duff (R-Pa.) during legislator's visit to Greensboro Oct. 19. Sen. Duff appeared on WFMY-TV's *Evening Edition* news show.

DENNIS JAMES and Julia Meade of *Okay, Mother* examine new image orthicon camera of General Precision Lab., Pleasantville, N. Y., as show, cast and camera made first appearance from ABC-TV New York studios.

EXAMINING Esskay Products are (l to r) Bob Walsh, radio-TV dir., VanSant, Dugdale & Co., Baltimore, Esskay's ad agency; Leo Carrillo (Pancho) and Duncan Renaldo (Cisco Kid), and O. B. Smith, Esskay's sls. & adv. mgr. Gathering took place at Baltimore plant of Esskay, sponsor of *The Cisco Kid* over WBAL-TV Baltimore Tuesdays.

CONFERRING about CBS Television's *What's My Line?* in New York are (l to r) Montgomery E. McKinney, v. p., Earle Ludgin & Co., Chicago, agency for Stopette; Jane Daly, radio-TV dir. of Ludgin agency; David V. Sutton, v. p. in charge network sales, CBS Television, and Dr. Jules Montenier, pres., Jules Montenier Inc., Chicago, program sponsor and maker of Stopette.

WCBS-TV TOWER

Is Nearing Completion

WCBS-TV, New York key station of the CBS Television Network, moved one step closer to transmission from the top of the Empire State Bldg. early this month when the last of 20 radiating elements for its new antenna was installed.

Weather permitting, wiring of installations will be finished by the first week of December, when the station will start transmission from the skytop site. The WCBS-TV antenna, which uses a 65-foot section of the new mast, is 1,250 ft. above street level. First radiating element was installed in September; last segment was an antenna screen which measured 8 x 11 ft. Both WCBS and network officials looked on as work was completed.

WCBS equipment was the 104th and last antenna element to go on the multiple transmitting mast, a 222-ft. shaft built during the last year atop the Empire State tower. Installations previously had been completed for WNBT, WJZ-TV, WPIX and WABD—which went on the tower in that order—as well as for four FM stations.

Although exterior of the structure is now complete, adjustments and alterations to finish the total job may require as much as a year's more time, it was said. Incomplete projects include wiring the CBS antenna, installing deicing equipment, placement of wind velocity and other weather-measuring apparatus and removal of scaffolding.

SMF PRODUCTIONS

Formed on West Coast

SMF PRODUCTIONS Inc., new Hollywood TV film production unit, has been organized with headquarters at Eagle-Lion Studios, 7324 Santa Monica Blvd.

Robert Stillman, president, and Seton I. Miller, vice president and treasurer, are partners in Robert Stillman Productions, independent motion picture company. George Frank, also a vice president, will handle distribution of the SMF product. He was formerly a talent agent.

Reported as "amply financed," SMF in mid-December starts production on its first program of 13 half hour TV musicals, *Pan American Showtime*, with Gale Robbins starred. Matty Kemp and Bill Brighton will also be associated with the TV series budgetted at $260,000, or $20,000 per half hour.

Mr. Miller was associate producer and writer on film version of *Queen for a Day* made by Robert Stillman Productions. It was based on the radio program by that same title.

GOVERNMENT complaint charging Covideo Inc., New York, with falsely representing that it manufactures the coin-operated TV sets it sells has been denied in an answer filed by the firm with the Federal Trade Commission [B•T, Oct. 8]. Hearings were held in New York Nov. 5.

Plugs for TV

THEODORE C. STREIBERT, president of WOR-TV New York, last week urged Rudolph Halley, newly elected City Council president, to support telecasting of significant public hearings. Remembering that WOR-TV cameras were excluded from council consideration of sales tax increases this fall, Mr. Streibert wrote Mr. Halley: "While we recognize that normal government procedures such as the regular sessions of the City Council may not lend themselves to such coverage, we urge you to use the powers of your new office to support the television coverage of important public hearings in the future."

KTTV FORUMS

Seeks Opinion Balance

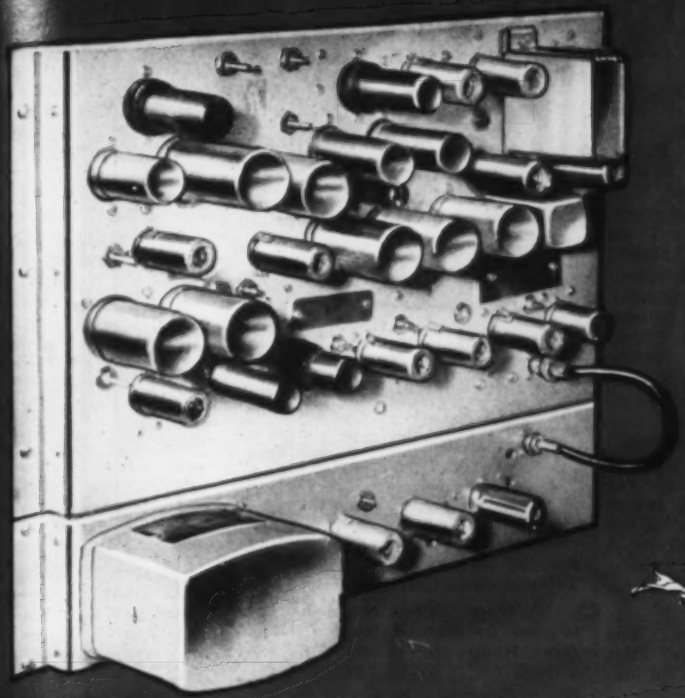
TO COUNTERACT adverse reaction and publicity stirred up by its *Straight From the Shoulder* weekly forum program moderated by Dr. James W. Fifield Jr., pastor of the First Congregational Church of Los Angeles, KTTV(TV) Los Angeles fortnight ago initiated another forum-type program, *The World In Your Hands*.

Although the *Los Angeles Times*-owned station stated it had received little criticism against the Dr. Fifield program, other local press reported considerable reaction to what was termed "the one-sided and biased nature" of the forum. Program is sponsored by the Freedom Club, which headquarters at the First Congregational Church.

The World In Your Hands is being presented under auspices of Los Angeles County Conference on Community Relations, comprising 36 diversified groups. Included are Christian Churches of Southern California; Social Action Committee of the Hollywood Congregational Church; Anti-Defamation League of B'nai B'rith; National Assn. for the Advancement of Colored People; American Council of Human Rights. The half-hour program, to follow one half-hour after the Fifield panel, is described as one "emphasizing the relationship of the individual citizen to his community and its problems."

KLAC-TV Gives Time

LENDING SUPPORT to the Los Angeles Junior Chamber of Commerce "Gift Lift" on behalf of servicemen overseas, KLAC-TV Los Angeles has "sold" the group $53,040 worth of time on the Al Jarvis *Hollywood on Television* program during November for the sum of $1 to promote its campaign. The "Gift Lift" was organized to collect Christmas gifts to be sent to men in the armed forces overseas. First donation to the campaign was the $1 payment for the 100 hours of time, given by Al Jarvis.



TELEVISION DEMODULATOR

... shows you what your customer sees!

CAN you believe what you see on your transmitter monitor? This demodulator gives you a *true* analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

Designed for utmost stability, it provides outputs for simultaneous picture and waveform display. It is rack-mounted and phase-compensated for single-sideband reception . . . the only demodulator of its kind on the market!

- **Invaluable for transient response measurements**
- **Absolute zero carrier reference**
- **Overall response—flat to 5.5 MC.**
- **With special preamplifier, it can be used as a high-quality re-broadcast receiver.**

SEND FOR NEW BULLETINS

Complete specification sheets on G-E television equipment will be sent on request. Write: *General Electric Company, Section* 2111-19, *Electronics Park, Syracuse, N. Y.*

You can put your confidence in—

GENERAL ELECTRIC

SAG CONDEMNS

TVA 'Continued Aggression'

RESOLUTION condemning the leaders of Television Authority for "continued aggression against the Screen Actors Guild" and "complete disregard of the welfare of all performers" was taken by the membership of the Guild at its annual meeting Nov. 11.

Guild's stand was based on the recent decision of TVA to remain on the ballot in the forthcoming NLRB elections among actors appearing in *Amos 'n' Andy* television films being produced by CBS at the Hal Roach Studios. TVA's "pitting actor against actor in a useless and meaningless contest" as the Guild termed it, went, it felt, contrary to the recent NLRB decision that actors in all forms of motion pictures should be in a separate collective bargaining unit from performers in live television.

Additional resolution taken by Guild members called for the continuation of its "splendid and successful resistance to such aggression by TVA."

Newly-elected officers were also announced at the meeting. Ronald Reagan was re-elected president of the Guild; William Holden, first vice president. Others include Walter Pidgeon, second vice president; John Lund, third vice president; Paul Harvey, recording secretary; George Chandler, treasurer.

Reagan Addresses Session

In an address during the meeting Mr. Reagan termed TVA's decision to go on the ballot in the *Amos 'n' Andy* elections, "inexcusable conduct" and an "act of aggression" against the Guild. He further expressed regret that TVAs actions in "forcing NLRB elections" for actors employed by all motion picture producers had delayed the Guild's negotiation of a new collective bargaining contract. He added, however, that negotiations with the major producers would be speeded up to be followed by negotiations with two independent producer groups and television film producers.

Night negotiating sessions were held with the majors last week and were expected to continue through this week.

film report . . .

NEW documentary program, *Adventures in Living*, packaged by **Richard de Rochemont, Curtis Mitchell** and **Ernest V. Heyn**, will feature **Quentin Reynolds** as host and narrator. It is being offered by the Jaffe Agency.

Program will be based on "stories from real life as published by leading American magazines," according to Mr. de Rochemont. "Americans believe that problems are meant to be solved and that these problems are solved by action rather than meditation. We'll show people who have tackled their problems in the typical American way —by doing something about them."

Mr. de Rochemont, formerly with *March of Time*, will produce the documentaries. Mr. Mitchell, executive head, is also president of Mitchell Film Assoc. Mr. Heyn is editor of Hearst's *American Weekly*, and acts as editorial consultant for the series.

—**Sterling Television Co.**, New York, is releasing 17 **Cornell Film Co.** pictures for television, including civil defense series, adventure, travel and religious films. Civil defense documentary, *Target: U.S.A.*, is based on National Security Resources Board studies and features **Hanson Baldwin**, *New York Times* military editor.

—Dealing in stock footage for television film programs, **Holbrook's Film Library & TV Enterprises** has been organized with headquarters in the Oriental International Bldg., at Hal Roach Studios, Culver City. **Holbrook N. Todd**, supervising editor for *Fireside Theatre*, heads the new enterprise.

—**Insterstate Television Corp.**, a new subsidiary of **Monogram Pictures Corp.**, has been formed to produce films solely for television. **G. Ralph Branton**, president of new firm, said production plans have been completed for filming of a series of 12 30-minute programs. These will be mystery dramas adapted from the "Raffles" stories and will star **George Brent.**

—**Pan Pacific Productions**, newly organized Hollywood television film production firm, has established headquarters on General Service Studios lot, 1040 N. Las Palmas Ave. **Charles Otterman**, president and producer, is planning series of half-hour comedy-drama programs to be filmed on the Hawaiian Islands. Troupe will leave Hollywood Dec. 1 for about three months of shooting.

—Lever Bros. - sponsored *Big Town*, now being telecast live, goes on film for the next season. Production of the first 26 of the half-hour programs gets underway by **Krasne-Gross-Dewitt** at General Service Studios, Hollywod, early in December. Series is expected to be completed by April of next year.

Principals in the newly-formed Krasne-Gross-Dewitt television production unit are **Philip Krasne**, TV producer; **Jack Gross**, motion picture producer, and **Jack Dewitt**, writer. Offices are at General Service Studios.

—Special permission has been given **Jerry Fairbanks Productions** by James C. Petrillo, AFM president, for musical scoring of its hour-long Thanksgiving television film, *That I May See*. Program was given complete clearance by the union with the further agreement that no royalty fee would be charged. Program is available to all TV networks and stations as a public service during Thanksgiving week.

—**Lawrence Welk** and his orchestra have completed a series of musical telescriptions for **Snader Telescriptions Corp.**, Beverly Hills.

—**Warren Wilson** has been contracted by **Roland Reed Productions**, Hollywood, as writer for the science fiction series, *Rocky Jones, Space Ranger*, to be filmed for TV.

Sales and Production . . .

SCREEN TELEVIDEO PRODUCTIONS, Beverly Hills, has begun filming 13 half-hour dramatic shows titled *Televideo Theatre* at Eagle - Lion Studios, Hollywood. **Gil Ralston** is executive producer. First picture completed is *Delayed Action*, written by **Sheldon Leonard**, who co-stars with **Lisa Howard.** Director was **Arthur Ripley.**

* * *

TELEMOUNT PICTURES, Hollywood, has completed half of its projected series of 13 half-hour *Cowboy G-Men* filmed TV programs. The programs are built around stories of early-day government secret service men who went West to protect gold for the U. S. Treasury. Starred in the programs are **Russell Hayden** and **Jackie Coogan.** Films are being made in color.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, has signed **Truman Bradley** and **Knox Manning** to announce new film announcements for TV, being produced for Oldsmobile.

Pimlico Race on TV

FIRST horse race to be telecast coast-to-coast took place last Friday when the CBS Television Network carried the Pimlico Special from Baltimore. The telecast originated from WMAR (TV) Baltimore. Radio broadcast also was carried by CBS. The race was not sponsored. Both CBS and Pimlico track facilities were used to further the Red Cross blood donation drive.

DuMONT INCOME

40 Weeks' Loss Cited

ALLEN B. DuMONT Labs. during the first 40 weeks of 1951 showed a net loss of $319,547. Company lost $2,062,547 before taxes during the 40-week period, but recovered $1,743,000 of 1950 federal taxes. Sales for the period totaled $37,537,000, a drop of 29.9% from sales of $52,273,000 during the like period of 1950.

Figures are set forth in a message to stockholders, dated Nov. 9 and signed by Allen B. DuMont, president of the corporation. Noting that instrument sales increased 138%, transmitter sales 181% and broadcasting sales 86% in 1951 over 1950, Dr. DuMont reports that "sales of receivers and tubes account for the drop in the total. There was a complete changeover, early this year, from a sellers' to a buyers' market for television receivers."

Credit restrictions, the new 10% excise tax, the FCC approval of an incompatible color system which evoked a controversy that caused "consumer hesitancy to buy receivers of any kind" and the proposed opening of the UHF band "which served to confuse the buying public still more" are cited as factors which "drastically slowed sales of the whole industry."

However, Dr. DuMont concludes, the "dark picture" appears to be "behind us." Receiver and tube sales are on the upgrade; credit restrictions have been eased; ODM has stopped the manufacture of color sets for the duration; the end of the "freeze" is in sight; "we are ready for UHF reception; more than $60 million worth of government contracts are either in the works at DuMont plants or have been awarded to them.

"We are contemplating substantial improvement in the closing weeks of the year and expecting a 1952 business volume at least 25% in excess of our high year, 1950," Dr. DuMont states. "This increase in volume, however, will be at a lower percentage of net profit to sales than in 1950 because of the large proportion of government orders."

WTMJ-TV Tower

FIRST steps for the construction of a new tower for WTMJ-TV Milwaukee have been taken. The new tower will be 1,017 feet high, three times the height of the present tower. Reportedly, it will be the tallest structure in Wisconsin. WTMJ-TV hopes to have it completed by the middle of 1952.

TV FILMS AND FEATURES

Explorers Pictures
45 WEST 45TH STREET
NEW YORK CITY
LU 2-4717—JU 6-4674
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . . HAS SCORED TREMENDOUS RATING IN LOS ANGELES MARKET BEING SHOWN WEDNESDAYS 7:30 to 8:00 P.M. A Package of twenty-six half-hour subjects featuring the thrilling jungle adventures of Osa Johnson, aimed to appeal to every member of the family, this series hits its mark.

Hollywood Newsreel

HOLLYWOOD NOTABLES PAY $100 APIECE TO CHARITY AT MOCAMBO DINNER FETE: RUNYON FUND BENEFITED

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIN, NAT'L. SALES MGR.

HOLLYWOOD NEWSREEL: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities at top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money!

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIN, NAT'L. SALES MGR.

TV DISC JOCKEY TOONS: A series of films made especially to synchronize with popular and standard phonograph recordings. The perfect solution to TV's most intriguing problem, "How to convert radio's disc jockey to TV?" Preliminary runs have been successful in 22 of the nation's markets. Designed as a library service to TV stations.

Specialty Television Films, Inc.
45 WEST 45TH STREET
NEW YORK CITY
LU 2-4717—JU 6-4674
JULES B. WEILL, PRES.

NEW TV FIRSTS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Also available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

Coronet Films
65 E. SOUTH WATER
CHICAGO 1, ILLINOIS
DEarborn 2-7676

THE LITTLEST ANGEL—Animated cartoon—popularized in picture and story book form . . . loved by millions, young and old alike . . . the Littlest Angel will capture the heart of every audience with a message as warm and symbolic as the spirit of Christmas itself. One of 52 films just released for TV by the nation's leading producer of 16mm educational sound films.

Post Pictures Corp.
115 W. 45TH STREET
NEW YORK 19, N. Y.
Luxemburg 2-4870

TWO WEEKS TO LIVE—one of 6 BIG FEATURES in our success-tested LUM N' ABNER series! 17 years of radio fun means a laugh-ready TV audience all the time! Franklin Pangborn supports this romance-and-fun film that includes a medical mixup and a rocket takeoff to Mars . . . hits the top of viewer interest and client appeal.

For more information please write direct to the distributors.

PLANT DISPERSAL

30 Areas Adopt Plans

OVER 30 industrial areas in the U. S. have initiated dispersion programs in line with President Truman's recommendation last August, business and labor leaders were told Tuesday by government authorities.

"An effective dispersion program can and will be developed within local marketing areas that will assure reasonable security at reasonable cost with no disruption to production flow, now or later," it was explained.

A briefing on the government's plans was given to business, labor, civic and other representatives attending the National Conference on Industrial Dispersion in Washington. Officials of the National Security Resources Board, Defense Production Administration, Office of Defense Mobilization and the Munitions Board participated in discussions.

Broadcasting facilities and electronics manufacturing plants were not touched on specifically, but the pattern was implied by government spokesmen.

The program is designed to apply only to firms which propose to build additional plants for government projects. It does not concern "presently established and producing industries" such as would be contemplated under a decentralization program.

Principal Speakers

Principal speakers were Defense Mobilizer Charles E. Wilson; Jack Gorrie, chairman of the NSRB, which is responsible for dispersion planning; and Ethan Allen Peyser, security program director for NSRB.

Broadcasters are not directly involved in the dispersal blueprint, it was understood, save only insofar as being urged to set up emergency facilities on the outskirts of cities and towns in the light of broadcasting's sentinel and public information roles.

In the case of radio-TV and electronic manufacturers, they would be encouraged to establish proposed new and expanding plants within reasonable proximity to allied or supplying industries and in their present marketing areas.

"Plants will be constructed within reasonable distance of materials, manpower and markets, and at the same time meet the security factors that seem pertinent in this period of national emergency," Mr. Gorrie told industry representatives.

Mr. Wilson lauded NSRB's theory that existing plants should be left untouched as a "calculated risk" and described the plan as "an excellent one" tieing in with the mobilization program. He suggested dispersion of new plants to a distance of 20 miles from city centers.

Current dispersal planning has proceeded since President Truman issued his executive order last August. The Chief Executive took the action after Congress had refused to consider legislation providing for dispersion of industry.

WLAV's Elmer with Borden's Elmer

Boosts Religion

THE ADVERTISING Council is distributing special kits to all television stations as part of its November campaign to increase church and synagogue attendance. Sponsored by Religion in American Life, national non-sectarian group composed of representatives of the three major faiths, campaign kit includes two film spots, posters, balop and flip cards and spot announcements. J. Walter Thompson Co. is volunteer agency for campaign with Robert W. Boggs, Union Carbide & Carbon Corp., as volunteer coordinator.

ELMER & ELMER

DJ Meets Bovine Namesake

TWO famous Elmers exchange "moo-tual" greetings when Borden's Elsie and family appeared in Grand Rapids, Mich. For the event, WLAV there went all-out radio-wise.

Thousands of persons from Western Michigan looked in on Elsie, Borden's bovine, her husband, Elmer, a bull, and her offspring, Beauregard. WLAV's famous disc jockey and batboy, known only as Elmer, did a broadcast with Elmer, the bull.

Broadcasts were made also by Dorothy Franke, WLAV home economist.

In Elsie's tours, she boasts of a boudoir manager who "cowtows" to her moods, provides "cowsmetics" for her, makes arrangements at "cowfeterias" for her food and plans a "cowlege" education for Beauregard.

KLAC BOOSTS RADIO

Stars Relate Data

RADIO as a medium is being promoted by KLAC Hollywood in an extensive spot campaign launched early this month under direction of Larry Buskett, sales manager, and C. G. (Tiny) Renier, program director.

Using its top talent (Sam Benson, Dick Haynes, Al Jarvis, Bob McLaughlin, disc mc's, and Sam Balter, sports director), station transcribed a series of 10-second and one-minute spot announcements which are scheduled throughout the day and directed to small businessmen as well as housewives.

No direct pitch for business is made except to say KLAC is "sold out." Plugging the medium as a business builder, they tell of the many local firms using radio successfully and how others can do likewise.

Pointing out the number of home and automobile radio sets in use during different hours of the day, suggestion is made that the small businessman consult an advertising agency and thus learn how the medium can benefit him too.

DILLON-COUSINS

New Firm Organized

A NEW corporation called Dillon-Cousins & Assoc., New York, has been formed to function as consultant for Latin America in the fields of advertising, merchandising and public relations.

It has been established by Luis G. Dillon, formerly executive vice president of Foote, Cone & Belding International and vice president of McCann-Erickson, and Richard F. Cousins, recently account executive with FCBI and McCann Erickson. The firm opened Nov. 15, with offices at 200 W. 57th St., New York.

INSURANCE

Readjustments Seen

"A FLOOD of nuisance claims and a trickle of justifiable claims" —all attributed to the increased size and scope of network operations—is resulting in readjustment of insurance contracts between the major radio and television networks and the Massachusetts Bonding & Insurance Co., it was reported last week.

Contracts between the insurance organization—one of the most active in the broadcasting field—and NBC, ABC, and Mutual were reported to have terminated October 26, although, due to a bonding clause, they did not expire until November 9. All networks are continuing to receive coverage "for the time being," however, until new agreements can be completed—with higher premiums to be asked in order to cover higher and more numerous claims.

"It's a matter of the insurance company's being frightened by reason of frequency of claim," Cecil Davis of Hagedorn & Co., exclusive agent for Massachusetts Bonding, said Wednesday. Rate readjustments, he pointed out, are a normal part of the insurance business and have been effected in automobile and workman's compensation policies recently. "It's not at all unusual for courts to urge that juries remember today's value of the dollar as compared to its value of a few years ago when they settled claims," he reported.

Contracts with the networks are wide in scope, in keeping with their breadth of activity, he explained, and cover such matters as copyright, right of privacy, libel and plagiarism. Although libel suits have not been extensive, he said that there has been much recent legal action in regard to theft of an idea, and that California courts, in particular, have seemed more unfavorable to the defendants in such suits.

Mr. Davis asserted that the networks—with whom his company has dealt for a number of years—are perfectly justified as legitimate businesses for fullest possible coverage and that contracts to maintain that level will be continued by Massachusetts Bonding as soon as they can be worked out to the reasonable satisfaction of the involved parties.

Tube Report

SALES of radio receiving tubes in September totaled 27,946,193 units compared to 23,761,253 in August, according to Radio-Television Mfrs. Assn. This brings the nine-month total to 280,795,338 tubes. RTMA reported that TV picture tube sales to set manufacturers in September totaled 294,951 units, of which 97% were rectangular and 16 inches or larger. Sales during the first nine months of 1951 amounted to 3,146,173 tubes valued at $78,852,954.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

programs promotion premiums

ACCIDENT PREVENTION

WFBR Baltimore began 13-week series of dramatic sketches designed to make the public safety conscious. Arranged by John E. Surrick, station vice-president and general manager, and Paul Burke, former director of Maryland Traffic Safety Commission, program will point up traffic fatalities, show "why accidents occur" and "how they can be prevented." During the program listeners will hear tape recorded descriptions of traffic accident information being officially reported to Maryland State Police Headquarters.

CRASH COVERAGE

WTIP Charleston, W. Va., special events staffer Mel Burka rushed to the scene recently to get straight story of airliner forced landing. Plane damaged in landing at Kanawha airport, Charleston, none of crew or passengers injured, but false rumors were flying. Burka had accurate story on air within few minutes after crash.

EDUCATION WEEK

STARTING with observance of National Education Week, WGN-TV Chicago last Monday began telecasting series on *Chicago Schools in Action* in cooperation with Board of Education. Special film was produced by board's Radio Council and narrated by George Jennings, council director. Weekly series is designed to provide educational content for classroom use and to interpret classroom procedure and practices to parents, Mr. Jennings said. Programs in series concern home economics, mathematics, art, safety, home nursing and civics. KWSC Pulman, Wash., owned and operated by State College of Washington, started a 15-minute, five-program salute to National Education Week, *Report Card*, last Tuesday. Series, produced by the station in cooperation with the college's school of education and Whitman County schools, shows achievements of local schools from the standpoint of students, parents and school board members.

FOOD SHOW EXHIBIT

WERE Cleveland, used booth, plugging station sponsors, at Cleveland Home and Food Show. Station reports that more than 100,000 viewed exhibit, which WERE sponsors praised. WERE presented several shows from booth giving away samples and mail-in coupons to visitors.

RADIO PROMOTION

WTOP-AM-FM Washington, using slogan "On radio, and only on radio, can your hear. . . ," before announcements to advertise certain programs or services. Station using announcement to promote use of radio, pointing out that radio is something special in the way of entertainment. WTOP for three weeks will devote the equivalent of $1,000 worth of air time per week to broadcast the radio message.

MUSIC REQUEST

WATG Ashland, Ohio, asked by local high school senate to furnish music for Halloween Dance. Station carried last two hours of dance, balancing their audio equipment so that crowd noise and general atmosphere were presented even while transcribed music was being played. School truck transported consol and turntable from studio to dance. Wayne Byers, station production manager, was chosen by students as their disc jockey for affair. Dance was produced to keep youngsters off streets and out of trouble during the night.

PAPER FOR SOLDIERS

WAGE Syracuse, in recent campaign, collected more than two-tons of stationery for boys serving in Korea. Station reports that contributions of writing paper were received from over 3,000 individuals. WAGE's appeal was made following request from Chaplain's Corps in Korea.

NEW QUIZ SHOW

KSIB Creston, Iowa, *Win With A Word* new quiz program, produced by Jack and Louise Mills. Mr. Mills is music director and disc jockey at KSIB. Proceeds of each show goes to local civic, school or church group. Panel of six contestant vie with each other in answering three question entitled *Win With A Word*. Contestant wins gift merchandise if he answers two questions correctly. If he answers all three correctly he wins chance to participate in "Jackpot Jamboree." Jackpot offers grand array of prizes. If no contestant wins jackpot it is carried over with additions made.

NEW OFFICES

KEYSTONE BROADCASTING SYSTEM sent invitations to trade announcing new offices in Chicago at Suite 1717, 111 W. Washington St. Invitations for network "Voice of Rural America" showed a Keystone cop "summoning" guests to appear at the open house.

'HEY BOB' ON ICE

KRNT Des Moines Bill Riley, emcee of *Hey Bob Show*, broadcast recent Saturday morning program from frozen stage where "Holiday On Ice" skating extravaganza was appearing. Cast performed before 4000 youngsters who jammed theatre. *Hey Bob Show*, national award winner promoting children's safety, recently began fourth year on KRNT.

TEACHERS TOUR

WBT Charlotte, N. C., played host to seven teachers from local junior and senior high schools recently. Teachers toured station and were given explanation of work of each department. Presentation of souvenir booklets about WBT and WBTV (TV), and recordings made during visit highlighted tour.

NEW TALENT

WSPD-TV Toledo played host to an unusual television guest recently when disc jockey Lloyd Thaxton, in search of new talent, brought in horse. Purpose was to brighten up *Leave It To Lloyd* program, twice weekly feature on WSPD-TV. Station report states Mr. Thaxton cleaned up.

CHAMP HEADS DRIVE

WTTM Trenton, N. J., Sports Commentator Fulton Arnold recently obtained World Heavyweight Champion Jersey Joe Walcott to kick-off local United Fund drive. Jersey Joe reviewed Delaware Valley United Fund parade and guest starred on Arnold's daily broadcast.

'A PACKAGE FOR JOE'

WBNS-TV, WLWC (TV), and WTVN (TV) Columbus, Ohio, pooled time, talent, and facilities in one big show as opening gun in local United Appeals and Red Cross campaign. Show entitled *A Package for Joe* with slogan "70 Campaigns In One Package" originated from WBNS-TV and featured comedians, musicians and vocalists from all three stations. Show's text and direction were under Bill Wagner, WTVN, John Haldi, WBNS-TV, Walter Jacobs, WLWC, and Jack Kavenagh and John Metzger, of Byer & Bowman advertising agency.

MUDDY ROAD AHEAD

WDOD-AM-FM Chattanooga *News In Terms Of Safety* Mon.-Fri. 7:30 a.m., newscaster Bob Kinney reports on conditions of streets and location of new safety devices. Accident reports are included giving time, location, cause, and outcome, but no names. Program is produced with cooperation of Chattanooga City Police Dept. and City Dept. of Streets and Sewers.

'LYING-IN' INTERVIEW

KSYL Alexandria, La., disc jockey Dick Biondi conducted telephone interview with bandleader Art Mooney during band's recent club-date there. Mr. Mooney, unable to appear at station, told about career and introduced several numbers from hotel bedroom. After interview Mr. Mooney said, "now this is the way I do all of my disc jockey appearances."

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

A CHAS. MICHELSON HIT!

Who

"The Avenger"

30 MIN. TRANSCRIBED MYSTERY SERIES

for particulars

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

HOOPER SURVEYS AUTO RADIO

Describes Techniques to Rate Car Listening

WITH radios as standard equipment in postwar automobiles, so that some 75% of the cars on the road today have them, and "with a larger percent of those radios turned on during daytime hours than were ever turned on in homes," radio broadcasters now have an outdoor audience which is much more than a "mere bonus audience," C. E. Hooper, president of his own audience research organization, said Nov. 6 in a talk to the St. Louis Advertising Club.

This new outdoor audience, Mr. Hooper said, "represents a new form of advertising, a new opportunity for radio, a new and potentially vigorous competitor for printed outdoor advertising.

He announced that C. E. Hooper Inc. now is measuring and reporting on the audiences of outdoor radio advertisements, with a first survey just completed in Salt Lake City.

Intersection Auto Poll

These outdoor measurements are made at intersections with traffic signals, Mr. Hooper explained, by male interviewers wearing badges labeled "Hooper Radio Survey." When the red light stops a car, the interviewer asks three questions: "Have you a car radio in working order?," "Is it turned on?" and "To what station, please?"

While the interviewer is saying thank you, "he is noting and recording the number, sex and age of the occupants of the car, if the set is in use. The light changes. He crosses with it and introduces himself to the car pulled up 90 degrees away. He continues around those four corners, directed by the traffic light . . . we interview local cars only; their drivers know the stations. Out-of-state cars we pass by."

Noting that today's traffic conditions make it dangerous if not impossible for a driver to read billboards, Mr. Hooper pointed out that another reason for the high use of radio in cars is that "on the road radio is without the competition of the three other great media: Television, newspapers and magazines."

The Media-Meter, adaption of the Hooper telephone coincidental survey technique to measure time devoted to reading newspapers and magazines as well as to viewing TV or listening to radio programs, was described by Mr. Hooper. He said that by reducing use of all four media to "minutes of use," the Media-Meter provides an answer to the demand for a common denominator for media research made by Louis Brockway, executive vice president of Young & Rubicam [B•T, Nov. 12, Oct. 29].

ALDIGE AGENCY

Opened in New Orleans

JAMES ALDIGE Jr., former sales and public relations representative for WWL New Orleans and ex-newspaperman, has announced the opening of his own advertising and public relations firm at 509 Pere Marquette Bldg., New Orleans. The new firm, James Aldige Jr. & Assoc. Inc., will handle general advertising for all media and offer public relations and publicity services "to advertising and non-advertising accounts."

Mr. Aldige will be assisted by W. H. Summerville Jr., who previously worked at WWL and WWEZ New Orleans. Mr. Summerville will be in charge of production, while Frank Jacques, formerly with the *Times Picayune*, will serve as account executive and artist.

Mr. Aldige has been press representative to Mayor de Lesseps S. Morrison, worked on trade journals and also was information consultant to the local office of the Office of Price Stabilization.

KXLA Pasadena starts transcribed *Smiley Burnette Show* quarter-hour weekly. Program, transcribed by Radi-Ozark Enterprises, Springfield, Mo., now on 150 stations.

THE 25TH ANNIVERSARY performance of Standard Oil of California's *Standard Hour* brought Jennings Pierce (c) general manager of KMED Medford, Ore., back to the program's microphone for the first time in more than two decades. Mr. Pierce was the first announcer on the program when it started on Oct. 21, 1926. Here he is greeted on the stage of the San Francisco Opera House by Monty Masters (l), producer of the program, and John Grover, present announcer on the show. On its first performance *Standard Hour* was heard on only four stations. Today it is on the full NBC Western Network.

Strictly Business

(Continued from page 16)

1941 as manager of out-of-town promotion. In succeeding years he became manager of direct mail and the sign bureau, assistant to the budget floor manager, assistant to the advertising manager and assistant sales promotion manager.

He has left the company twice since 1941, once to work as sales promotion manager of the H. & S. Pogue Co. in Cincinnati and again as chief administrative officer at the U. of Chicago for the Manhattan Project on atomic research.

He enjoyed his return to the U. of C. metallurgical labs., succeeding Lawrence Kimpton, now U. of C. chancellor. He had spent several years there as an undergraduate in medicine, but "went broke" during the depression and quit to publish the LaGrange (Ill.) *Messenger* in the town where he was born and raised.

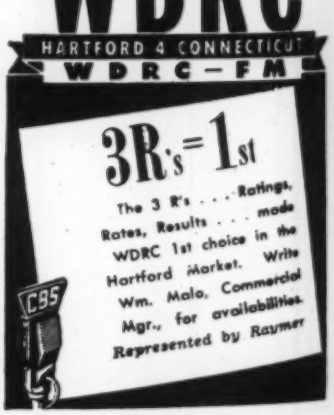
Back at the U. of C. some 20 years later, he coordinated activities of engineers, civil service workers, university personnel and outside scientists in pioneering work on A-bomb research and development. Even his wife did not know where he was going when he made trips or the kind of work he was doing until the first bomb was detonated over Japan.

His wife, the former Margaret Masterson of Lincoln, Neb., was "the other half" in the sales promotion department of the Chicago *Daily News* when he was manager. They have two adopted children, Judy, 8, and Jim, 10; two foster children, Tommy a soldier in Korea, and Eddy a senior at the U. of Cincinnati, and recently welcomed to their Winnetka home 5-year-old Christine, whom they hope to adopt. Christine, who was born in a German prison camp.

In making advertising decisions for his company, Mr. Gore adheres to a motto distributed in metal-block form to all key executives—"What is the BEST for Marshall Field & Co.?" Judy, who also has definite ideas about his allegiance, manufactured a similar block of her own, reminding her father to "Do what's best for the home."

Mr. Gore is chairman of the executive committe of the sales promotion division, National Retail Dry Goods Assn.; chief warden, Chicago Civil Defense Corps; director, Greater Chicago Air Defense Filter Center; a trustee of the Illinois Children's Home and Aid Society, director of the Advertising Executives Club of Chicago and a member of the board of advisers of the Chicago Volunteer Bureau.

KGW carries the weight in the Oregon Market DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 350,828
Station C . . . 307,970
Station D . . . 205,440
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.


WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
3R's=1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer
CBS

BAB Battle Plan

(Continued from page 30)

Sweeney. First industry to be covered will be tires. It will be followed by an automotive manufacturer presentation.

Test of the effectiveness of radio vs. television in the sale of packaged goods will be undertaken by BAB. Still another project will be a direct mail campaign presenting success stories such as that of Metropolitan Life Insurance Co.

The count-your-customers technique developed by Advertising Research Bureau will be the basis for a campaign starting in the near future. It will cover specific types of retail stores. Finally, BAB's current plans call for a series of direct calls on big advertisers to acquaint them with the power of radio and its pre-eminence as a low-cost mass medium reaching the largest number of people per dollar spent.

Appearing on the BAB program were President Ryan and Lee Hart, head of BAB's Chicago office. They have been making the district meeting circuit this fall.

Sales Panel

Practical sales problems were taken up by a panel that included J. Robert Gulick, WGAL Lancaster; George J. Podeyn, WHJB Greensburg; Carl Dozer, WCAE Pittsburgh; Norman R. Prouty, WFIL Philadelphia; Leonard Kapner, WCAE, and Mr. Clinton.

NARTB President Fellows addressed the opening morning session along with Ralph W. Hardy, NARTB government relations director. Richard P. Doherty, employe-employer relations director, conducted a management clinic Tuesday morning.

Mr. Fellows was principal speaker at a joint luncheon of the Pittsburgh Advertising Club held Tuesday noon. He was presented by Mr. Dozer, past president of the club.

Arguing that more advertising and more media are needed to meet demands of a constantly expanding economy, Mr. Fellows called on advertisers and broadcasters to tell America about advertising; to rededicate the profession's energies and efforts "to the good cause of America's free economy"; to respect the profession "by committing no act which would reduce the esteem in which advertising is held, and do all within our power to increase that esteem."

"We must drive from advertising the few charlatans and chiselers who cheapen its name," Mr. Fellows said. "We must do all we can to make advertising more effective, for thus we strengthen the nation itself."

Mr. Bolton (l), presents certificate to Mr. Terry.

COLUMBIA U. SURVEYS COURSES

Checks Effectiveness of Teaching

ABOUT HALF the students who have taken radio and TV courses at Columbia U., New York, during the past four years found them of "definite, practical help" in their work, according to a mail survey, results of which were made public last week by Erik Barnouw, supervisor of the studies.

"We wanted to learn how the students feel in retrospect about the courses, what benefits they feel they obtained and what they are doing in television and radio," Mr. Barnouw said. "All in all, the returned questionnaires give the impression that the courses are filling a need and are greatly appreciated by the students taking them."

Of the 1,224 questionnaires sent out, 245 answers were received, which, spokesmen said, is considered a high percentage for such a survey. Some 48% of those answering checked the reply that the courses had given definite practical aid. Another 38% of the replies indicated: "Although the courses have not been of practical help in my work, I feel they have been of long-range value to me in other ways." The study was considered of no help by 6% of those answering, and other 6% failed to check a reply or gave more than one answer.

Given in cooperation with NBC, the radio and television courses include a basic survey, dramatic writing, news and special events, problems of the reporter and commentator, promotion, publicity, speech, acting techniques, technical operating equipment, sound effects, audience research, sales, production and films.

WLIB PROGRAMS

New Sponsors Added

WLIB New York, independent outlet, has reported an increase in billings and a change of program schedules.

Station's daily three-hour Negro program block was increased to four hours last Monday, from 7-11 a.m., and its Anglo-Jewish programs have been moved to the 4-5 p.m. time bracket, to follow two hours of Yiddish programs. Station also broadcasts shows designed for Spanish and Polish listeners.

Two new clients to radio were signed by WLIB when Treasure Records Inc. (Yiddish and English records of Jewish entertainment stars) and Old Dutch Mustard Co. (for Old Dutch hot sauce) became sponsors. Other accounts signed include Tifford's Furniture Co., Lander's Dixie Peach Pomade, Klinghoffer Supply Co. in connection with Crosley Division of Avco Mfg. Corp., and the Lutheran Layman's League of St. Louis. Safeway Stores of Greater New York also signed for 13-week renewal of its programming.

Jumps Iron Curtain

MUCH evidence has been obtained on the success of CBC's international service in reaching behind the Iron Curtain, according to Ira Dilworth, until recently general supervisor of the service at Montreal. Reports from Europe show CBC's 50 kw transmitters at Sackville, N. B., are reaching into central and eastern Europe and that the Russians are just as busy jamming CBC as they are the Voice of America and BBC's broadcasts.

KLZ HONORED

Wins APRA Certificate

KLZ Denver was presented a "Certificate of Public Relations" by the American Public Relations Assn. last Thursday at ceremonies in Philadelphia's Warwick Hotel.

In presenting the award, APRA paid tribute to KLZ's outstanding work in the field of communications and its overall public relations efforts.

The Denver station, under Hugh B. Terry, general manager, was the only station to receive one of the 1951 awards, APRA said. WNAX Yankton, S. D., an APRA award winner in 1946, is the only other station to be so honored, it was stated.

KLZ was cited, along with the California Academy of Sciences, for meritorious public service work in the communication field. A trophy, one of 11 awarded by APRA, went to Illinois Bell Telephone Co., Chicago. 20 presentations were extended for industry, marketing, retailing, labor relations, trade associations, transportation, agriculture banking-finance-insurance, community service groups and government agencies.

Among other certificate winners were Lever Bros., New York, and Gimbel Bros., Philadelphia. Organizations from all parts of the U. S. competed. Editors and publishers comprised judging committee.

Immediate Delivery

IN STOCK AT ALLIED!

RCA-7C24 POWER TRIODE

We have the RCA-7C24 Power Triode in stock for *immediate* delivery. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and trouble. RCA-7C24, $159.50

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO

Broadcast Division

833 West Jackson Blvd., Chicago 7

Call: HAymarket 1-7019

Advertising succeeds with **continuity.** Continuous advertising in Printers' Ink develops a **cumulative impact** that creates a vivid picture of your station and market in the minds of the leading **buyers of advertising** and helps you sell more advertising.

PEABODY AWARDS

Entry Blanks Mailed

ENTRY blanks for the 12th annual George Foster Peabody Radio and Television Awards competition have been mailed to networks and stations by the U. of Georgia's Henry W. Grady School of Journalism, the university has announced.

Closing date for acceptance of entries is Jan. 14, 1952, to be judged on meritorious work in radio and TV for the current year. Entrants are requested to file early. Winners will be announced next spring at a meeting of the Radio Executives Club of New York.

Twelve awards—eight in television and four in radio—are administered by the Grady School to commemorate George Foster Peabody, benefactor and trustee of the university. Winners are chosen by an advisory board of 14 nationally known radio-journalism leaders on the basis of community level recommendations.

Radio entries are based on outstanding public service each by a regional and local station, news reporting and interpretation, drama, music, education, children's programs and promotion of international understanding. TV awards will comprise citations for outstanding work in education, entertainment, news and children's programs.

Among members of the advisory board are Dr. I. Keith Tyler, director of radio education, Ohio State U., Columbus; Paul Porter, attorney and former FCC Chairman; Ralph McGill, editor, *Atlanta Constitution* (WSB-AM-FM-TV); Mrs. Dorothy Lewis, coordinator, U. S. station relations, United Nations; Mark Ethridge, publisher, Louisville (Ky.) *Courier-Journal* and *Times* (WHAS-AM-FM-TV); John Crosby, radio columnist, New York *Herald-Tribune;* Philip Hamburger, television writer.

SCBA Chosen

FOR fifth consecutive year, Southern California Broadcasters Assn. will present the annual Christmas program of Los Angeles Ad Club in Biltmore Hotel Bowl on Dec. 18. Dresser Dahlstead, ABC Western Division radio program director, has been named committee chairman.

BACKING UP Jim Strain (r), sales manager, KGFI Hollywood, during his presentation of a golf trophy at the annual Whingding of the Southern California Broadcasters Assn. in Los Angeles are (l to r) Jack McElroy, ABC Hollywood m.c.; Tom Frandsen, sales manager, KMPC Hollywood; Frank Burke Jr., general manager of KFVD Los Angeles and chairman of Whingding Committee. Mr. Strain was chairman of golf committee.

GAME RIGHTS

WLAG Wins as Jury Acts

BOWING to the wishes of a county grand jury, officials of the West Point, Ga., high school reversed a long-standing practice and granted broadcast rights to WLAG-FM La Grange, Ga., for a local football game. Similar permission also was accorded WRLD-FM West Point.

Ed Mullinax, manager of WLAG-AM-FM, had tried unsuccessfully to obtain rights for the West Point-Hogansville Nov. 9 contest. School had steadfastly refused even a delayed tape version of the game, though it had requested road game coverage. WLAG-FM has carried Hogansville contests the past two years, feeding them as a public service to U. S. Rubber Co. plant employes on the job.

The Troup County Grand Jury stepped into the picture, much to the surprise of the station, and adopted a resolution recommending broadcast coverage because of tremendous public interest. School authorities relented less than 36 hours before game time and the station quickly installed lines.

Feature of Week

(Continued from page 16)

sales were up 27%. Radio built this business and radio keeps building it. I can tell my story forcefully and I can tell it inexpensively through radio and I know that my advertising cost is lower than it was when I spread my dollars around.

"Never a day passes that at least a dozen people come into the store, from areas as much as 100 miles away, saying that they'd been hearing my WMIL advertising so much that they decided, when they came to Milwaukee, they'd have to take back a case of beer."

While it's the men who usually find appeal in beer-wine advertising, WMIL is a daytime station. For explanation to that one, Mr. Davidson says daytime costs are less. In an industrial community with factory shifts around the clock, he noted men hear the theme as often as women and, anyway, when it comes to values—it's the woman who decides.

Over-the-counter sales are mandatory in this business under Wisconsin law. Since Mr. Davidson and his nine clerks meet customers face to face, they make sure the customers know that this is the store that is advertised over the radio.

The display window says it in lights: "This is the Believe It Or Not Tavern—you hear us over WMIL." The fact is repeated on the 30-foot brick wall building side with a WMIL advertisement.

Mr. Davidson tells his wholesaler, believe it or not, that if their product is radio-advertised, "I'll push it," if not, "I'm not too anxious." He knows that beer or wine, promoted over radio, makes it easier for his clearks because "the customer is sold when he walks in."

SINCLAIR NAMED

Heads IRE in '52

DR. DONALD B. SINCLAIR, chief engineer of General Radio Co., Cambridge, Mass., has been elected president of the Institute of Radio Engineers for 1952. He succeeds Dr. I. S. Coggeshall, general manager of Western Union's overseas communications.

Winners of the annual IRE radio and TV awards for 1951 have been announced by the organization's board of directors.

Dr. William Shockley, Bell Telephone Labs., won the Morris Liebmann Memorial Prize "in recognition of his contributions to the creation and development of the transitor." This award is given annually to an IRE member who has made an important contribution to the radio art.

The Vladimir K. Zworykin Television Prize Award was announced for the first time. Winner was B. D. Loughlin, Hazeltine Electronics Corp., Little Neck, Long Island, for outstanding technical contributions to TV. This award was set up by V. K. Zworykin, TV pioneer and vice president of RCA Labs. Div., who donated a $10,000 fund to IRE to encourage TV technical development.

The Browder J. Thompson Memorial Prize went to H. W. Welch Jr., research physicist, U. of Michigan, for his paper on "Effects of Space Charge on Frequency Characteristics of Magnetrons." This recognition is annually made to an author under 30 whose paper, published by the IRE, constitutes the best combination of technical contribution and presentation of the subject.

Editor's Award, set up to encourage good English usage in technical writing, was given to Jerome Freedman, Watson Labs, Griffiss Air Force Base, Rome, N. Y., for "Resolution in Radar Systems."

Banquet Presentations

Awards will be presented at the IRE annual banquet at the Waldorf-Astoria, N. Y., during the 1952 convention, March 3-6.

Other newly-elected officers of IRE are: Harold L. Kirke, assistant chief engineer, BBC, as vice president, succeeding Jorgen Rybner, Royal Technical U. of Denmark; John D. Ryder, professor and head of electrical engineering department, U. of Illinois, and Ernest Weber, professor and head of electrical engineering department, Polytechnic Institute of Brooklyn, as directors, with terms running from 1952 to 1954.

Regional directors elected (1952-53) are: Region 1—Glenn H. Browning, president, Browning Labs., Winchester, Mass.; Region 3—Irving G. Wolff, director, radio tube research laboratory, RCA Labs. Div., Princeton, N. J.; Region 5—Alois W. Graf, patent lawyer, Chicago; Region 7—Karl Spangenburg, professor of electrical engineering, Stanford U.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL ATWOOD 3536
WASHINGTON, D. C. . . TEL METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL MURRAY HILL 9-0200

WCMB REPLIES

Refutes WHGB Petition

NO CONFLICT exists between the FCC's decision favoring WCMB Lemoyne, Pa., on the one hand and KFYO Lubbock, Tex., on the other, the Rossmoyne Corp., licensee of WCMB, averred last week. WCMB filed an opposition to the petition of WHGB Harrisburg, Pa., for a rehearing in the Pennsylvania case [B•T, Nov. 12].

WHGB had contended that the Commission decision in October favoring the change of WCMB from 960 kc with 1 kw daytime to 1460 kc with 5 kw fulltime and denying its own application to move from 1400 kc with 250 w to 1460 kc with 5 kw conflicted with its decision shortly thereafter granting KFYO Lubbock, Tex., authority to change from 1240 kc with 250 w to 790 kc with 5 kw day, 1 kw night.

On the one hand, WHGB argued, it was denied because WCMB proposed more local live programming. On the other hand, the Harrisburg station pointed out, the Commission granted KFYO its application even though the unsuccessful Lubbock County applicant offered more local live programming.

In objecting to WHGB's request for a rehearing, WCMB pointed out in its petition that the Lubbock proceedings involved two competing applicants, one a newcomer, whereas the Harrisburg hearing involved two existing licensees.

"It is thus clearly apparent," the WCMB petition stated, "that the cases are to each other as apples and pears and that there is no conflict between them." Accordingly, it asked the Commission to deny WHGB's petition for rehearing.

Canadian Set Sales

IN first seven months of 1951, 426,000 radio receivers made in Canada, valued at $28,440,000, and 11,400 television receivers valued at $11,058,000, according to figures of the Dominion Bureau of Statistics at Ottawa. During the same period 27,300 receivers were imported.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In EMPLOYMENT

GREENVILLE	45,964
Columbia	26,634
Charleston	23,217

S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH WFBC 5000 WATTS

Serves Piedmont Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

RADIO-TV SETS

OPS May Exempt In Price Order

AN ORDER that would exempt manufacturers of radio-TV receivers from filing requirements for new ceiling price regulations, effective next month, hung fire last week.

Under an interim directive now being prepared, set manufacturers would not be required to abide by new ceilings on radio and TV sets, phonograph players and related consumer goods when the regulation becomes effective next month.

The objective is to exempt them on these products—but not on others which they may also manufacture—pending issuance of a detailed regulation more closely tailored to the needs of the electronics industry. An exemption for record manufacturers also is in the mill.

General manufacturing regulations go into effect Dec. 19, giving roughly 70,000 firms in the U. S. the option of adjusting prices to show increased advertising, selling, administration and research costs since the advent of the Korean war. Cutoff date is July 26, 1951.

This was assured earlier this month when the Office of Price Stabilization implemented CPR 22 with the so-called Capehart formula. Increases are "self-executed" upon receipt of application by the agency [B•T, Nov. 12].

The exemption order for setmakers is designed to eliminate the need for manufacturers to compute new ceilings twice—that is, under modified CPR 22 and again when tailored formulas become effective for these consumer appliances.

Issuance of Directive

Regulations governing receivers, record plays and other home goods are being drawn up on the basis of meetings between a radio-TV set industry advisory group and OPS officials. It was expected the individual industry directive would be issued late this year or early in 1952.

In its broadest interpretation, the modified price regulation, based on the plan authored by Sen. Homer Capehart (R-Ind.), will permit producers to figure advertising and related expenses when computing new prices. Heretofore, allowances were not made for these overhead costs, while producers had to sustain labor hikes.

The radio-TV set industry has sought a tailored formula to reflect particularly the growth and development of television. Manufacturers have realized slim profits, operating in many instances below ceiling prices because of set competition, substantial inventories and somewhat slackened consumer demand.

Participating in periodic conferences with government officials are representatives of such firms as RCA, Allen B. DuMont Labs, Sylvania Electric Products, Admiral Corp., Hallicrafters Co., Philco Corp., Emerson Radio & Phonograph, Pilot Radio Corp. and CBS-Columbia Inc. A select five-man committee has worked on a proposed draft of a tailored formula.

Phonograph record manufacturers already have obtained some price relief under a formula set forth by OPS last month. Actually, the adjustment reflects price boosts announced by at least six companies during the general price freeze. The six firms account for about 80% of U. S. record output.

Platter producers still want a tailored "dollars and cents" directive comparable to that for setmakers, and delegated an industry advisory group to meet with OPS last Tuesday. As a result, that industry also will be exempt from Dec. 19 regulations. A cost survey was indicated by OPS.

New regulations, when finally issued, will establish ceiling prices not only for manufacturers but wholesales and retailers as well.

Consideration also will be given to small producers who make pressings.

Several record manufacturers had petitioned OPS for outright industry de-control, it was revealed.

Attending last week's meeting were representatives of Columbia Records Inc., Capitol Records Inc., Mercury Record Corp., Metro-Goldwyn-Mayer Div. of Loew's Inc., King Records and other firms. RCA Victor, Decca Records and Remington Records, who maintain membership on the committee, did not send representatives.

Ramifications of new price regulations also may be felt, indirectly, by building-minded broadcasters and electronics manufacturers. Assuming prior authorization from National Production Authority to start or continue construction projects, they may face higher costs in some instances. Builders last week were given authority to raise ceilings on the basis of increased labor and materials costs. New regulation is effective tomorrow (Tuesday), and covers contractors and other construction phases.

Generally this means prices may be raised on the basis of current costs for labor, material and equipment, plus nine-tenths of the highest profit margin realized by the construction firm from July 1, 1949, to June 24, 1950. Move was intended to maintain the profit ratio of pre-Korea and to offset an estimated 10% jump in labor and materials cost.

EDITORIAL VICTOR

WSAZ Wins Local Issue

AN EDITORIAL campaign conducted over its radio-TV facilities gave WSAZ-AM-TV Huntington, W. Va., a victory in preserving local community responsibility. Issue involved the membership of local library board trustees.

Under West Virginia state law, the county court, the city and the county board of education are authorized to appoint a library board of trustees of five persons from "citizens-at-large." Latter reservation was the question which posed large in the eyes of WSAZ Program Director Ted Eiland and News Director Nick Basso, because three of the members appointed were from the ranks of governing agencies.

After poring over the legal phraseology, Mr. Eiland, with information obtained by Mr. Basso, began an editorial campaign to oust from the library board two county commissioners and a city councilman. Broadcasts were carried on Mr. Basso's local newscast 6:05 p.m. on radio and his 6:30 p.m. TV newscast.

Newspapers ran news stories as the situation crystallized, the station reports. After three days of editorial broadcasts, Mr. Eiland called Cabell County Prosecutor Edward H. Greene and discussed the matter. Mr. Greene the next day prepared a ruling upholding the stand taken by the stations. He ruled the three men not "citizens-at-large." Later he appeared on the radio-TV shows with Mr. Basso and gave the first news of his ruling to the community. He publicly praised WSAZ-AM-TV as "having the courage to take a stand on the library issue."

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USES
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—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation or portable equipment.
CONSOLE OR CONSOLETTE
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

November 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WINR Binghamton, N. Y.—Mod. CP authorizing frequency change, power increase, DA, etc., for extension of completion date.

KUSD Vermillion, S. D.—Mod. CP authorizing frequency change, power increase, DA, etc., for extension of completion date.

WJZ-TV New York—Mod. CP authorizing new TV station for extension of completion date to March 31, 1952.

WTMJ-TV Milwaukee, Wis. — Mod. CP authorizing facilities changes of TV station for extension of completion date to August 1, 1952.

License Renewal

Following stations request renewal of license: KIFW Sitka, Alaska; KERO Bakersfield, Calif.; KXO El Centro, Calif.; KPRL Paso Robles, Calif.; WONN Lakeland, Fla.; WDYK Cumberland, Md.; WMPC Lapeer, Mich.; WCMA Corinth, Miss.; WHIP Mooresville, N. C.; KLAS Las Vegas, Nev.; KALG Alamogordo, N. M.; WTIK Durham, N. C.; WFTC Kinston, N. C.; KYJO Medford, Ore.; WERI Westerly, R. I.; WELP Easley, S. C.; WALD Walterboro, S. C.; KSST Sulphur Springs, Tex.; KOAL Price, Utah; WFVA Fredericksburg, Va.; KSPO Spokane, Wash.; WCLO Janesville, Wis.; WNHC-TV New Haven, Conn.; WMAL-TV Washington; WPTZ (TV) Philadelphia; WHAS-TV Louisville, Ky.

TV—Channel 4

KRON-TV San Francisco — AMENDED to change ERP from 9.5 kw vis. to 9.6 kw vis., 4.75 aur. to 4.8 aur., change ant., etc. Ant. height above average terrain 1303 ft.

November 13 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Leo Resnick

Allen B. DuMont Labs, Inc.—Upon request of DuMont, ordered pre-hearing conference held Nov. 21, 10 a.m., in rm. 2232, New Post Office Bldg., Washington, in matter of Paramount Pictures Inc., et al., for renewal of licenses, et al., and American Broadcasting Co., et al., for consent to assignment of licenses and transfer of control, to consider:

1. Necessity or desirability of simplification, clarification, amplification, or limitation of issues.
2. Possibility of stipulating with respect to facts.
3. Procedure at hearing.
4. Such other matters as would be conducive to orderly and expeditious hearing.

WJDX Jackson, Miss.—Granted petition to add name of Dr. Elbert S. Wallace, Millsaps College, Jackson, Miss., to list of deponents to testify at Jackson, on Nov. 12, without change in time, place, notary public, or subject matter regarding which testimony will be taken as set forth in Commission's order of Sept. 18.

Also, granted petition for continuance of date for taking depositions in proceeding re its application, to commence at Starkville, Miss., Jan. 24 at Raymond, Miss., on Jan. 26, and at Jackson, Miss. on Jan. 28, 1952, and all subpoenas which have been issued shall be returnable at places previously specified on corresponding dates.

WGGA Gainesville, Ga.—Granted petition for continuance of hearing from Dec. 4 to Feb. 12, 1952, in Washington, re application and that of WJDX Jackson, Miss.

By Hearing Examiner James D. Cunningham

Craven Bcstg. Co., New Bern, N. C.—Granted motion for continuance of hearing from Nov. 14 to Dec. 11 in Washington re its application and that of Eastern Carolina Bcstg. Co., Greenville, N. C.

By Hearing Examiner Elizabeth C. Smith

Chief, Broadcast Bureau — Granted petition requesting that time for filing proposed findings of fact in proceeding re applications of Easton Publishing Co., Easton, Pa., and Allentown Bcstg. Corp., Allentown, Pa., be extended from Nov. 5 to Nov. 19.

Desert Radio and Telecasting Co., Palm Springs, Calif.—Granted petition to amend application, filed Oct. 17, and an amendment to petition filed Oct. 30 to show change in partners.

FCC actions

NOVEMBER 9 THROUGH NOVEMBER 15

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 13 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license: WJMW Athens, Ala.; WJNO West Palm Beach, Fla.; KDZA Pueblo, Col.; WSAL Logansport, Ind.; WHOP Hopkinsville, Ky.; WHSY Hattiesburg, Miss.; KSWS Roswell, N. M.; WENY Elmira, N. Y.; WHUC Hudson, N. Y.; WKBO Harrisburg, Pa.; WNOK Columbia, S. C.; KOVE Lander, Wyo.; WICU (TV) Erie, Pa.; WOR-TV New York; KPRC-TV Houston, Tex.; WSAZ Huntington, W. Va., and WTOP-TV Washington.

APPLICATIONS RETURNED

Request for renewal of license by following stations RETURNED: KBTM Jonesboro, Ark.; KEXO Grand Junction, Col., and WHBY Appleton, Wis.

November 14 Decisions . . .

BY THE SECRETARY

WBAA West Lafayette, Ind.—Granted authority to remain silent Dec. 25 and Jan. 1 in order to observe Christmas and New Year's Day.

WPMP Pascagoula, Miss.—Granted license new AM station, 1580 kc 250 w. daytime.

KLFY Lafayette, La.—Granted license covering change from 1390 kc 500 w, daytime, to 1420 kc 1 kw-LS 500 w-N, fulltime, DA-N, cond.

KRES St. Joseph, Mo.—Granted license covering change in facilities, new DA, etc., 1550 kc 5 kw DA-N, cond.

WRRF Washington, N. C.—Granted license covering change in facilities, new DA, etc., 930 kc 5 kw-LS 1 kw-DA-N, fulltime, cond.

KWSH Wewoka, Okla.—Granted license covering change in facilities, DA-DN, etc., cond.

KWBB Wichita, Kan.—Granted license new AM station, 1410 kc 1 kw DA-DN, fulltime, cond.

WGSM Huntington, N. Y.—Granted license new AM station, 740 kc 1 kw DA-D, daytime, cond.

KCBC-FM Des Moines, Iowa—Granted license new FM station, 94.1 mc (Ch. 231) 5 kw, ant. height 250 ft.

WOOK Rockville, Md.—Granted mod. CP for approval of ant. trans., studio location, cond.

KWHP Cushing, Okla.—Granted mod. CP for extension to completion date to June 2, 1952.

WWOC Manitowoc, Wis.—Granted mod. CP for extension to completion date to June 2, 1952.

ACTIONS ON MOTIONS

By Comr. E. M. Webster

WWHG Hornell, N. Y.—Granted petition for continuance of hearing from Jan. 14 to Jan 22, 1952, in Washington, in proceeding upon its application and that of WLEA Hornell.

KUMO Columbia, Mo.—Granted request for dismissal of application for additional time to complete construction.

By Hearing Examiner Fanney N. Litvin

The Toledo Blade Co., Toledo, Ohio—Granted petition to amend application to make current information concerning capitalization and officers of corporation.

By Hearing Examiner Elizabeth C. Smith

KXOX Sweetwater, Tex.—Dismissed as moot motion to continue hearing in proceeding upon applications of Eastland County Bcstg. Co., Eastland, Tex., and that of Lyman Brown Enterprises, Brownwood, Tex.; subsequent to filing of motion for continuance counsel for KXOX made oral motion on record for continuance from Nov. 5 to Jan. 14, 1952, which was granted.

Eastland County Bcstg. Co., Eastland, Tex.—Dismissed as moot motion for continuance of hearing in proceeding upon its application and that of Lyman Brown Enterprises, Brownwood, Tex. Hearing commenced as scheduled on Nov. 5 evidence with respect to non-engineering issues was taken on behalf of Lyman C. Brown, and hearing was thereupon continued until Jan. 14, 1952.

BY COMMISSION EN BANC

License Renewals

WIFM Elkin, N. C.—Granted renewal of license FM station for regular period.

WOI-FM Ames, Iowa.—Granted renewal of license for non-commercial educational FM station, for regular period.

Licenses Extended

Licenses for the following FM stations were further extended on a temporary basis from Dec. 1 to March 1, 1952:

KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WBZA-FM Springfield, Mass.; WOWO-FM Fort Wayne, Ind.

Granted CPs

WEWO-FM Laurinburg, N. C.—Granted new CP to replace CP.

Buckeye Bcstg. Co., Cincinnati, Ohio—Granted CP for FM station, 102.7 mc (Ch. 274) 8.2 kw, 400 ft. ant.; cond. including provision that during installation of FM antenna power of WSAI shall be determined by indirect method and DA maintained as closely as possible to values appearing in license. Upon completion of installation field intensity shall be measured at a minimum of three points on each radial, resistance remeasured and submitted to Commission together with tabulation of meter readings.

KRNT-FM Des Moines, Iowa—Granted CP to change ERP from 275 kw to

"For those who demand the highest standard of fidelity and sensitivity"
Permoflux
DYNAMIC
HEADPHONES
Ray Block
Orchestra Conductor
"...The Permoflux High Fidelity Dynamic Headphones exceed in every way any other phones I have ever used."
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New developments in design make possible the use of these units in applications heretofore not covered in the electronic field. Permoflux offers the finest headphones made for broadcast, television and recording uses as well as monitoring, audio metric work and auditory training.
Send today for the new Permoflux catalog #J203 for the latest information on the new Permoflux Dynamic Headphones and "Champion" line of Speakers.
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New Rochelle 6-1620

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50 kw, ant. from 580 ft. to 530 ft., cond.

WDXY (FM) Spartanburg, S. C. — Granted CP to change ERP from 11 kw to 9.2 kw, ant. from 200 ft. to 420 ft., cond.

KMYC-FM Marysville, Calif.—Granted CP to change ERP from 4.7 kw to 4.9 kw, ant. from 395 ft. to 150 ft., cond.

WMIN-FM St. Paul, Minn.—Granted CP to change ERP from 46 kw to 16 kw, ant. from 360 ft. to 320 ft., cond.

Granted Application

Uvalde Bcstrs., Laredo, Tex.—Granted application for new AM station to operate on 1490 kc 250 w., unlimited.

Granted Petitions

KRLD Dallas, Tex., and WTIC Hartford, Conn.—Granted petitions of KRLD and WTIC to intervene in proceeding re WIVY, Jacksonville, Fla. (to change facilities from 1050 kc 1 kw-D to 1080 kc 1 kw-LS 250 w-N), to enlarge the issues; made said stations parties to proceeding and added following as issue No. 4: "To determine whether operation of WIVY as proposed would involve objectionable interference with KRLD, WTIC or with any other existing stations, and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other broadcast service to such areas and populations."

WTNB Birmingham, Ala. — Granted petition for reconsideration and grant without hearing of application to change from 1490 kc 250 w, to 850 kc 5 kw-LS 1 kw-N, cond.

Granted Mod. CPs

KSOX Harlingen, Tex.—Granted mod. CP to operate non-directionally with power of 50 kw from local sunrise at Harlingen to local sunset at Cincinnati, and to specify studio location; no change in nighttime operation, cond. (Station now has 1530 kc 50 kw from local sunrise at Harlingen to LS at Cincinnati DA and a power of 10 kw after LS Cincinnati with DA.)

WKVM Arecibo, P. R.—Granted mod. CP to change location from Arecibo to San Juan, P. R. (Has license for 1230 kc 250 w and CP for 1070 kc 25 kw DA).

Granted STA

National Bcstg. Co.—Granted special temporary authority to operate experimental UHF television transmitter on UHF Ch. 23 (524-530 mc.) at Boca Raton, Fla., for period Nov. 18 through Dec. 1; cond. Stated purpose is "to show good quality of television broadcasting in UHF" to broadcasters attending NBC affiliates meeting at Boca Raton Club, where about six UHF receivers and converters will be installed to receive broadcasts from an experimental transmitter at Lion's Club, about 1½ miles away.

November 14 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KBIG Avalon, Santa Catalina Island, Calif.—Mod. CP as mod. new AM station for extension of completion date.

WBGU (FM) Bowling Green, Ohio—Mod. CP new non-commercial educational FM station for extension of completion date.

License for CP

WORX (FM) Madison, Ind.—License for CP as mod. new FM station.

WFOB (FM) Fostoria, Ohio—License for CP authorizing change from 105.5 mc (Ch. 288) to 96.7 mc (Ch. 244) ERP 1 kw, ant. height 95 ft.

License Renewal

Following stations request renewal of license: WTBC Tuscaloosa, Ala.; KGAN Kingman, Ariz.; WJOB Hammond, Ind.; KCON Conway, Ark.; KGEK Sterling, Col.; WTHT Hartford, Conn.; WSBB New Smyrna Beach, Fla.; WJBC Bloomington, Ill.; KFJB Marshalltown, Iowa; KLIC Monroe, La.; WGUY Bangor, Me.; WITH Baltimore; WESX Salem, Mass.; WBVP Beaver Falls, Pa.; WCDL Carbondale, Pa.; WCED DuBois, Pa.; WLOG Logan, W. Va.; KXYZ-FM Houston; KGO-TV San Francisco; WWJ-TV Detroit, and WXYZ-TV Detroit.

Applications Returned

KXLO Lewistown, Mont. — RETURNED application for assignment of license from William G. Kelly to Central Montana Bcstg Co.

WFLB Fayetteville, N. C. — RETURNED application for renewal of license.

(Continued on page 99)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 20¢ per word—*$2.00 minimum* ● Help Wanted, 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* ● Display ads. $15.00 per inch

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If transcriptions or bulk packages submitted, $100 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesman

Salesman-announcer for southern network station. Must have experience in sales. Car necessary. Only station. Established accounts. $50 per week plus 15% commission. Send complete details. $600 per month possible. Box 472L, BROADCASTING.

Excellent opportunity for experienced, aggressive radio salesman with ideas and knowhow aged 30 to 45. Top market in east Texas, city 45,000, market 135,000. MBS, established 20 years. An opportunity to make real money and advance. No hot-shots. Need man who knows radio and realizes value of account servicing. KGKB, Tyler, Texas.

Wanted: Experienced salesman in rich one-station market. Give all details in letter and salary expected. Good opportunity. Ideal location. WHFB, Benton Harbor, Michigan.

Announcers

Announcer-engineer for station in Minnesota, Iowa, South Dakota area. Salary open. Write Box 249L, BROADCASTING.

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Upper Michigan station desires staff announcer. One year experience. Send letter and disc or tape. Box 418L, BROADCASTING.

Announcer-engineer needed by CBS outlet in the southwest immediately, send complete information to Box 456L, BROADCASTING.

Announcer-salesman needed immediately by CBS outlet in southwest. Send full particulars to Box 483L, BROADCASTING.

Help wanted: Man to announce mornings, write copy afternoons and handle program department. Must be dependable. Station in south in college town. Salary $65.00 week for right man. Box 517L, BROADCASTING.

Announcer-salesman: Must be experienced, solid staff man. No personality or DJ work involved. Salary and commission will total guarantee of 65 to 75 to start depending on experience and present earnings. Top independent in one-station town of 25,000, Chicago area. Personal interview and audition necessary. We will call you upon receipt of letter of application containing complete personal and professional data. Box 520L, BROADCASTING.

Wanted: Experienced announcer for fulltime 250 watt network station eastern Pennsylvania able to handle local shows, news and board assignment, Box 523L, BROADCASTING.

Wanted, experienced commercial announcer, nite shift, 50½ hours per week, time and a half over 40 hours. Send all particulars and tape or wax audition. All replies answered. Box 530L, BROADCASTING.

Five kw Virginia indie wants cooperative, hard hitting air salesman. Six day, forty hour week, Raytheon board. Tape or disc plus photo and full details first letter including salary expected. Box 541L, BROADCASTING.

Fifteen year old network station. Good small city needs thoroughly experienced, mature, basic staff announcer. Good base pay, half time shift, earn extra parttime sales and service own accounts. Sixty-five to eighty definitely depending on ability and effort. Really good conditions. Record must indicate stability. Man now Minnesota, Iowa area preferred. Disc or tape returned promptly. Box 543L, BROADCASTING.

Help Wanted (Cont'd)

Announcer-copywriter for young 1000 watter. Opportunity to grow with station. Contact Manager KDKD, Clinton, Missouri.

Need good night man. Prefer experienced personality, but unusual ability can be deciding factor. Copywriting ability desired. Send disc, photo, full information first letter. KGKB, Tyler, Texas.

Combination announcer-engineer for Montana's most modern station. Good future for qualified, ambitious man. Send disc, photo and background. I. A. Elliot, Manager, KRJF, Miles City, Montana.

50,000 watt CBS affiliate needs a staff announcer with a deep good quality voice. Must be stable and congenial. Send letter outlining background and furnish reference. Also send recent photo. Also send audition tape or disc covering several types of commercials and complete repertoire. No application considered without audition, photo and letter. Apply to KWKH, Shreveport, Louisiana.

Immediate opening, announcer, copywriter. Good salary for the right man. 1 kw daytimer, upstate New York. Please submit background, disc, sample copy, salary requirements and photo. Radio Station WDLA, Walton, New York.

Wanted: Experience staff announcer, must be familiar with RCA board. $65.00 for 48 hours, send audition, character references, photo WDLP, Panama City, Fla.

Need immediately, a good all-round announcer for 1 kw network station. Wonderful small city. Reasonable living. Congenial. Call or wire WGAI, Elizabeth City, N. C.

Dual network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

WOOF, 5000 watt station Dothan, Alabama needs two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Wanted. Radio operators holding 1st class radio telephone licenses. Experience unnecessary. Car required. Upstate New York. Box 180L, BROADCASTING.

Wanted—Transmitter operator with car for AM and FM station. Experience unnecessary. $50.00 for forty hours plus time and one-half for overtime. Box 291L, BROADCASTING.

Chief engineer. 1 kw Michigan directional. Net affiliate. RCA equipment. Good working conditions. References. Immediate opening. Box 460L, BROADCASTING.

Operator-announcer needed immediately. Experience desirable. Start at $300.00 based on 48 hour week. Time and a half over 40 hours. Wire full details. Progressive sports minded MBS affiliate. KBMY, Billings, Mont.

Want combination engineer-announcer, first phone. Good voice required. State salary required first reply. KCOG, Centerville, Iowa.

Help Wanted (Cont'd)

Wanted: Engineer with first phone. 5000 watt CBS station 21 years old. Good hunting and fishing and congenial staff. Station KOLT, Scottsbluff, Nebr.

Immediate opening, chief engineer-announcer. 1 kw upstate New York daytimer. Top salary to the right man. Also, straight engineer. Complete details and disc please. Radio Station WDLA, Walton, New York.

Need immediately, a combination engineer-announcer for network station in finest small city on east coast. Must be good morning man. Engineering schedule light. Call or wire WGAI, Elizabeth City, N. C.

Wanted: Transmitter operator with first phone license. Write J. Eric Williams, Radio Station WGAT, Utica, New York.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Will train inexperienced first phone engineer who has ability and desire to learn announcing. Guaranteed housing, permanency and good working conditions offered. Excellent opportunity with 250 Mutual station in friendly town. Immediate opening. Phone Manager, WHIT, New Bern, N. C.

Inexperienced? Yet want a job with a future? Contact us—guaranteed chief of one of two stations to be constructed in spring. Trained at WKBI, St. Marys, Pa. Contact Chief of WKBI.

Wanted, first class operator for WKAL, Rome, New York, possibility of future promotion to WKTV. Contact D. T. Layton, WKTV, Utica, New York.

Chief engineer wanted at once. 250 watt Mutual station in small town. RCA equipment all new. Good future for right man. Contact Ed Damron, WPKE, Pikeville, Kentucky.

First class phone transmitter operator. Experience not necessary. WSSV, Petersburg, Va.

First Class engineer. Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley, New York.

Wanted, engineer with first class license. $50.00 for 40 hours, time and a half overtime. Contact Radio Station WVOT, Wilson, N. C.

Engineers and combo men needed net and local stations augment staffs. 40-hour week and talent. Will train. Air mail, Engineer, Box 867, Morgantown, W. Va.

Production-Programming, Others

Program director, some air work, preferably musical clock type, good job for dependable man with fresh ideas willing to work hard in Mass. independent. Write full details in confidence. Box 527L, BROADCASTING.

Jack of all trades, salesman, announcer, writer to ramrod subsidiary studios. $260 draw, high commission, plus free hotel room for single man. Start immediately. Box 544L, BROADCASTING.

Newsman. Gather, write local stories, edit, rewrite wire copy, broadcast. Must have experience as reporter and newscaster. This is a fulltime news job in long established news department of a metropolitan CBS station in Ohio. Give full outline of experience first letter. Box 550L, BROADCASTING.

Help Wanted (Cont'd)

Copy man or woman wanted by Virginia station. Experience not necessary, but ability to write and learn are. Person accepted will get a thorough grounding in all phases of station operation. WAYB, Waynesboro, Virginia.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

TV handyman show wants actor or man handy with tools. Knowledge of woodworking and pleasant personality essential. Write Ohio Advertising Agency, 2300 Payne Avenue, Cleveland, Ohio.

Situations Wanted

Managerial

20 years broadcasting experience. Last 14 as manager. Age 40. Available now. Box 390L, BROADCASTING.

Manager-sales manager now employed commercial manager 1000 watt network seeks connection community under 30,000. 20 years background radio-newspaper sales and experience opening three stations. Versed administrative, sales, promotion, programming, continuity. Prefer midwest consider other areas. Available two weeks. Offer mature judgment, economical operation, host ideas. Let's get acquainted. Box 484L, BROADCASTING.

Commercial manager, consistent earnings of over $10,000 annually during past ten years with present eastern metropolitan station. Box 547L, BROADCASTING.

Proven executive ability, 14 years sales experience with 50 kw top Hooper rated station. Experience with leading independent. Prior agency and newspaper experience. Leaving present station for understandable reason. Will consider account executive at right figure. Box 810, Richmond, Virginia.

General and commercial manager with background of success is ready for larger operation. Young but draft free (3 years, W.W. II) Came up thru announcing and programming. Now managing money making station and doing heavy part of selling. Owner believes I'm ready for bigger job and will be my best reference. Dick Sutter, WCRA, Effingham, Illinois.

Salesman

Steady business. College graduate, 26, with proven radio sales record wants opportunity with radio or television station. Box 516L, BROADCASTING.

Salesman: Can write, announce, program, promote. Agency experience. Now in east Texas. Box 552L, BROADCASTING.

Announcers

Newscaster, 2½ years experience, including 2 years 5000 watt CBS affiliate, currently employed network newsroom. Seeks return to broadcasting. Box 346L, BROADCASTING.

Who needs a top, young, draft exempt announcer - newscaster, disc jockey? Experienced, now working, available for audition. Desire staff within fifty miles of N. Y. C. Have first phone license. Box 476L, BROADCASTING.

Announcing job, 6 months experience, staff. Work board, write copy. Want disc, local news programs. Prefer midwest, south. Married, one child, veteran. Tulane journalism grad. Box 489L, BROADCASTING.

Experienced announcer. Commercials, news, DJ. Eastern shore. All replies carefully considered. Box 493L, BROADCASTING.

New England independent station, desiring topflight, experienced announcer, employed, with smooth expert news and witty DJ, may contact same through Box 512L, BROADCASTING.

Sports announcer 29, veteran, seven years experience in metropolitan area. Play-by-play basketball, baseball and football. Seek station AM or TV, strong on sports, especially basketball. All offers considered. Excellent references. Box 514L, BROADCASTING.

Looking for a good, experienced, all-round play-by-play, staff and salesman? Have proof available. Box 525L, BROADCASTING.

Excellent morning man, specialize in all sports play-by-play. College grad. Four years experience. Presently employed. Available immediately. Box 529L, BROADCASTING.

Situations Wanted (Cont'd)

Job wanted as disc jockey. Special kind of Latin American show. Single. New York experience 1 year. Age 23, draft exempt. Will travel. Good ad lib. Will do staff work. Know news and speak Spanish. Box 533L, BROADCASTING.

Excellent announcer, relocate, superb on commercials. DJ, personality, news. Veteran, 4A, married, own car, reliable, experienced, sincere, good voice, diligent. Start $80.000, no ticket. Box 534L, BROADCASTING.

Announcer—DJ, experienced, 23, draft exempt. Strong commercials, news, music. Excellent references. Conscientious, reliable. Wants to become part of the community. Box 536L, BROADCASTING.

Experienced announcer formerly news editor 1000 watt independent, plenty of board and commercial experience, desires position as news editor or assistant. Tom Craig, NYC. UN. 4-8525. Box 537L, BROADCASTING.

Announcer, control board operator. Limited experience but know general radio procedure. Just need the break with the right station. Good voice. Single veteran. 27. Will travel upon first offer, immediately. Salary secondary. Box 538L, BROADCASTING.

Basketball play-by-play man available immediately. Have broadcast football and basketball in one of country's leading conferences over a state wide network. Thoroughly experienced in minor league baseball. 9 years radio experience. Desire permanent connection with sports minded station. Air check and excellent references available. Let my air checks speak for themselves. Box 545L, BROADCASTING.

Announcer-sportscaster, 4 years play-by-play experience, college and high school. College graduate. 25, married, draft exempt. Box 549L, BROADCASTING.

Announcer-program director: 5 years experience deep voice, authoritative news, smooth record shows, 29, married. Box 551L, BROADCASTING.

Announcer, disc jockey. Thoroughly trained. Graduate SRT, Chicago. Disc, photo on request. Harry F. Callson, 3502 S. 55 Ct., Cicero, Ill.

Announcer presently employed, experienced, draft exempt. Good morning man on console. Can write copy, direct program schedule, also play-by-play sports. Available trail period. No split shifts. Base pay $75 forty hours. Joe Salvi, 204 High Street, Blackstone, Virginia.

Play-by-play sportscaster, experienced college football, basketball, professional baseball. Newscaster, staff announcer. Presently employed college football. Experience ranges 250 to 5 kw. Interested permanent position, progressive station, offering better opportunities. Single, veteran, 26. College graduate. State salary. Bill Wright, 243 Lenoir Avenue, Wayne, Penna.

Technical

Present chief engineer 10 kw station wishes to relocate. 10 years experience in all phases, AM, FM, TV and radar, both factory and broadcast engineering, also instructing. Best of references. Married, have car. Give full details first letter. Box 459L, BROADCASTING.

Experienced studio-mixer, transmitter maintenance, first phone, young, draft exempt, also combo announcer-disc jockey. Now working, desire locate within fifty miles of N. Y. C. Box 471L, BROADCASTING.

Transmitter engineer, wants permanent position, 4 years experience, ham over 15 years. Box 526L, BROADCASTING.

Experienced engineer-announcer. Good voice. Minimum $70.00 weekly. Prefer midwest. Box 528L, BROADCASTING.

Radio operator with three years experience available, single, vet. Prefer south or southwest. Address Lamar Gunter, 107 W. Chicasaw, Brookhaven, Miss.

Engineer, seven years Cincinnati station. Prefer middle west or medium south. 49, single. Paul C. Rohwer, 834 Overlook, Cincinnati 5, Ohio.

First class engineer, capable of chiefs duties. Employer going combination, references. Married, family, no bad habits. Clomer Warford, KNEM, Nevada, Missouri.

Situations Wanted (Cont'd)

Production-Programming, Others

Program director. Head complete programming department. Hard worker, dependable. Draft exempt. Excellent references. Box 515L, BROADCASTING.

News editor. Three year man. Journalistic background. Currently employed. East preferred. Box 518L, BROADCASTING.

Well trained newswriter, editor desires job in metropolitan New York. Single 28, vet, draft exempt. Graduate of Missouri University Journalism School. Box 532L, BROADCASTING.

Attention! Livewire! Experienced gal charged with talent for some lucky PD. Strong on women's programs, DJ shows, copy, some board work. Box 535L, BROADCASTING.

Promotional minded copywriter, scriptwriter, producer and publicity man in the market for east coast situation. Box 539L, BROADCASTING.

Director, highest recommendations legit. Opera films can improve and liven up your shows. Directed top stars. Program creation ability. Box 540L, BROADCASTING.

Radiogenic woman. Writing copy. Craves mike work. 33, college degree. Radio certificate. Disc on request. Will write. Available after Christmas. Box 546L, BROADCASTING.

For Sale

Stations

Wanted—Experienced broadcaster with capital to consider buying interest in established plant in promising field in which choice of three affiliations has become available. Box 258L, BROADCASTING.

5000 watts day, 1000 watts evening. California. Gross $150,000 year. Asking $175,000 with half down. Box 511L, BROADCASTING.

For Sale: Station in midwest. 250 watt, fulltime, network. Sale price, $80,000. Nets $2000 a month, one station market. Box 542L, BROADCASTING.

Equipment etc.

Truscon H-30, 295 foot tower, 1 kw GE FM transmitter, monitor and limiter, Magnecorder PT6A and PT6R. W. E. arms and reproducers. Collins remote single and double speech input equipment. G. E. program and preamp amplifiers. All used year and half. No reasonable offer refused. Box 419L, BROADCASTING.

For sale. Western Electric compressor amplifier, receiving, transmitting tubes. Box 519L, BROADCASTING.

Complete equipment for FM station. GE type BY-4-B 4 bay antenna, Gates BF-10-D 10 kw. Transmitter, GE BM-1-A station monitor, 700 feet Andrew 3⅛" coaxial cable and other necessary equipment. Contact WTTH, Port Huron, Michigan.

For sale: One 1000 watt FM transmitter. Complete with exception of blower fan and one tube. Excitor unit used less than a year and transmitter with cabinets in excellent condition. Any reasonable offer considered. Write to Radio Station KOPP, Ogden, Utah. Outfit includes pre-emphasis, Bliley oven and 103.9 mg crystal.

Wanted to Buy

Stations

Station wanted—Small market station in California, preferably in northern section. Must be reasonable with strong potential. Network or independent considered. Box 352L, BROADCASTING.

Wanted—Southeast Florida local or regional, network or non-network station. Replies strictly confidential. Box 510L, BROADCASTING.

Wanted: Person to invest in new small fulltime station in midwest. Excellent opportunity and possibilities. Box 522L, BROADCASTING.

Wanted to Buy (Cond't.)

Equipment, Etc.

Will pay cash for FM transmitter. Must be bargain. Box 521L, BROADCASTING.

Wanted 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A- beacon and flasher. Box 488L, BROADCASTING.

1 kw AM transmitter, no modifications or composites considered. Prefer Collins 20V or 20T. Other makes will be considered. Write Box 531L, BROADCASTING, giving make, model, condition, price and all details.

500 watt AM broadcast transmitter in good condition. Give price and complete details. Chief Engineer, KIXL, Dallas, Texas.

Coaxial cable, 330 feet in 20 foot sections, 1⅝" diameter, 51 ohm. WAUG, Bonair Hotel, Augusta, Ga.

Wanted, used FM equipment. 250 watt or 1 kw x'mitter, frequency modulation monitor, antenna, preferably Collins side mounted ring, 150 feet of Windcharger type 150 antenna. J. D. Bishop, WCTA, Andalusia, Alabama.

Used console. State condition and price, crated for shipment. Contact Bob Smith, WLBG, Laurens, S. C.

Wanted: Self supporting tower 300 feet or 350 feet. Does not have to be insulated. Prefer wide, heavy tower. Tower Construction Co., 107 Fourth St., Sioux City, Iowa.

Help Wanted

Announcers

COMBO MAN
wanted

Must be strong on announcing. Must be qualified to serve as our Chief Engineer. Send tape or platter and state salary expected. Orth Bell, General Manager.

KLMR, Lamar, Colo.

WOOF *5000 watt station dothan, alabama*

NEEDS

two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

Situations Wanted

Managerial

COMMERCIAL OR STATION MGR.

We have several topflight major market sales producing executives. These men are well known by reputation and record of consistent high billing.

Confidential inquiry is invited if your sales problem constitutes a real challenge.

Howard S. Frazier
EXECUTIVE PLACEMENT SERVICE
728 Bond Bldg., Wash. 5, D. C

Announcers

SPORTS ANNOUNCER

Play by play. One of Nation's Best. Seven Year's Experience in Metropolitan Area. Excel in Basketball, Baseball and Football. Excellent Voice. Finest References. Desires AM or TV Station, strong on Sports. Veteran, 29, $115.00 Weekly.

BOX 513L, BROADCASTING

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE

REX HICHBORN: Announcer - Newscaster-Musician. Rex is the versatile announcer-musician who mixes piano ramblings and platters for a delightful D.J. addition to any station. STRONG on news, copy and board work. DISC OR TAPE ON REQUEST.

AMRAM WHITEMAN: Radio and TV Copywriter-Scriptwriter-News Editor-Newscaster-Announcer. A. W. is an M. A. from Columbia U., a playwright, and former teacher of English at Seton Hall College. STRONG on creative programming. Will travel. PUBLICATIONS. TAPE OR DISC AVAILABLE.

THURSTON STABECK: Announcer-newscaster - Actor - D. J. Formerly WPEP, Taunton, Mass. STRONG on farm and religious programs, news and discussion forums. Creative program and copy man. Ready immediately. Will travel. DISC OR TAPE AVAILABLE.

HAL KOCH: Announcer-Newscaster-Copywriter-D. J. Creator of a variety of platter shows, Hal is the kind of go-getter who builds program sales. STRONG on variety shows, Man-in-Street, and continuity. DISC OR TAPE ON REQUEST.

ALLAN GREEN: Announcer-Commentator-Newscaster. The P. D.'s good "man Godfrey" when accent is on intelligent music continuity, programming, and easy, smooth announcing. STRONG on news gathering, commentaries, and Man-in-Street shows. DISC OR TAPE AVAILABLE.

HOWARD BLAINE: Radio and TV Announcer-Newscaster-Writer-Creative Man. The breeziest, most saleable, most heart-touching program for children is yours when he joins your staff. Want to send your Pulse rating up? Add Howard to your announcing staff . . . your audience will love his warm personality. STRONG on TV as well as radio programming. TAPE OR DISC AVAILABLE.

Write or Wire

SRT
SCHOOL OF RADIO TECHNIQUE
R & O Bldg., Radio City, N.Y. 20, N.Y.
Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

For Sale
Stations

FOR SALE

250 watt fulltime station in the Pacific N.W. Fine future prospects. Never in the red. Money maker for man and wife combination. $7500 will handle. Balance of $12,500 in monthly payments if desired.

Write 524L, BROADCASTING

Equipment, etc.

One kw AM Collins 20 T transmitter, less than two years old. New condition; finest transmitter Collins ever built. Two cubicles insuring low temperature operation. Only apply if you are shopping for quality. Includes spare tubes and tuning unit. Available now. Box 548L, BROADCASTING.

FOR SALE

Western Electric 504B-2 three kw FM xmitter-crystal for 92.5 MC.
Lennox blower used with above.
Western Electric 5A FM frequency and modulation monitor—crystals for 92.5 MC. This equipment in use slightly over 3 years, and in good operating condition. Also special transmitting dipole antenna for 92.5 MC made by Workshop Associates—will handle 3 kw—with app. 50 ft. of RG-x17/U flexible coax. WHAV, Haverhill, Mass.

EARLY-MORNING remote television starts Dec. 3 on WBKB (TV) Chicago with *Breakfast at Isbell's* starring Ernie Simon. Half-hour feature from 10 to 10:30 a.m. five days weekly is expected to be sold in quarter-hour segments. This is believed to be the first morning remote scheduled regularly in Chicago television.

NEWS POLICIES AND PERSONNEL

Chatfield Reports on Survey

FUTURE for radio news is "brighter" today than at any other time in its history, with news "the number one matter in radio's system of program evaluation." This was the assertion of Ben Chatfield, WMAZ Macon, Ga., retiring president of the National Assn. of Radio News Directors, as he released results of a year-long survey on radio news policies and personnel to NARND members in convention last week.

Speaking Monday, opening day of the three-day meeting at the Hotel Sherman (see separate story this issue), Mr. Chatfield said 303 news directors from stations throughout the country answered a detailed questionnaire sent out on the Associated Press radio wire.

Ninety percent of them favor editorializing on the air, provided it is handled by a trained person "who knows what he is doing." News directors in general believe radio "should and must exercise its right to editorialize," Mr. Chatfield said, adding that some believe radio news cannot be successful without editorializing. "It was almost unanimous that editorials should be distinguished from newscasts."

An "overwhelming" yes was answered by stations in response to the question. Has your news coverage improved during the past year? Main reasons for improved coverage locally were better wire service material, a more experienced local staff, additional facilities and equipment and—in some cases—addition of trained news people on staff for the first time.

Mr. Chatfield said the majority of returns were from small stations in small towns with the average on-air news time totalling two hours, 25 minutes in an 18-hour day. Two-thirds of those answering said they were not affiliated with newspapers.

News directors, program directors and station managers reported news editors generally are responsible to the station manager. Of the 303, 31 said they reported to the program director.

Ninety percent of the station representatives said the majority of their newscasts are sold, many with clients waiting for time periods to become available. None of the stations has sponsor interference clauses in contracts and more than 90% reported such a clause is not necessary and they will not permit a sponsor to dictate news policy. Rates for news shows are the same as for other programs, with additional charges for production and talent in many cases, Mr. Chatfield said.

From one to three persons handle the news writing, editing and broadcasts at the stations, with news editors or members of the news staff handling all news shows on most of the stations. About 60% of the air work is handled by the news editor of members of his staff and 40% by staff announcers.

Crediting Harold Fellows, NARTB president, and Robert K. Richards, NARTB public affairs director, among others, with helping improve the importance of news at a station, Mr. Chatfield said NARTB is "seriously considering" sponsorship of national news clinics under Mr. Richards' direction.

FIVE-LAP feature stock car race winner at Houston's Playland Park on "Press Club-Day" Oct. 28 is George (Lead-Foot) Peters, KXYZ Houston news director. Mr. Peters (r), shown receiving congratulations from Starter Bill Newkirk, radio director, *The Houston Press*, whizzed around the track in his No. 11 for a near record time. Race was held for Press Club members.

HENYAN TO NPA

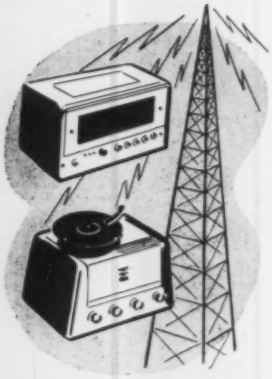
Heads Components Branch

TEMPORARY appointment of George W. Henyan, a veteran of 33 years service with General Electric, Schenectady, N. Y., as chief of the Components Branch of the National Production Authority's Electronics Division has been announced by J. Milton Lang, general manager, GE Tube Dept.

Mr. Henyan has been manager of the company's Industrial and Transmitting Tube Division for three years. He was incorrectly identified in Nov. 5 issue of BROADCASTING • TELECASTING as assistant to Dr. W. R. G. Baker, GE vice president and general manager in charge of electronics. Mr. Henyan was Dr. Baker's assistant from 1943 to 1948.

Mr. Henyan joined General Electric as an engineer on its test engineering program in Schenectady in 1916. He served with the armed forces from 1917 to 1919 and transferred to the Central Station Dept. as commercial engineer after the first war. In 1921 he entered the Radio Dept. of GE and has remained in the electronics field.

EQUIPMENT FOR SALE?



- equipment for sale
- need an engineer
- looking for a job
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted,	20¢ per word ($2.00 minimum)
Help wanted,	25¢ per word ($2.00 minimum)
All other classifications	30¢ per word ($4.00 minimum)
Display ads,	$15.00 per inch

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

California
$32,500.00

A fulltime network station showing a fair profit and consistent increases in gross and net. A beautiful area and an attractive market.

Carolinas
$85,000.00

One of the fine properties of the Carolinas. This station has an excellent record of steady earnings. Valuable real estate and quick assets included. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

St. Louis Strike

(Continued from page 23)

end the existing plan prevailed.

The matter of sick leave was bitterly argued. The union is understood to have insisted on right to accumulate leave to one year, with only requirement being a certificate from a union physician. Management asked the right to have its own physician examine the employe on a reasonable basis. Stations did not want to guarantee seniority up to a year on the ground all employes of a station could be sick for a year without losing seniority. Management asked a guarantee of replacements.

The final contract signed by the joint committee provides three weeks of sick leave the first year, cumulative to six weeks at the end of the fourth year minus whatever time is lost from illness.

The existing three-week vacation is continued.

The security clause was an important issue in negotiations. Each side agreed to write a clause for submission to National Labor Relations Board, with both accepting NLRB's verdict.

Work will be scheduled for each man 30 days in advance. The daily eight-hour work period is to be scheduled inside a 10-hour slot, with 72 hours notice required before a trick can be moved one hour forward or backward.

Twelve holidays were asked by the union but the existing six-holiday plan prevails. Provision for expenses on remotes or for trips between studio and transmitter remains the same.

Mr. Volas was quoted Thursday as saying the breakdown in contract negotiations was due to "an arbitrary and reactionary stand of the management group." Management spokesmen, on the other hand, said they had felt negotiations were moving along satisfactorily and termed the strike a surprise to the committee.

George M. Burbach, general manager of KSD-AM-TV, said technicians were back on the job at 8:10 a.m. Thursday, 40 minutes after the station withdrew from joint negotiations and told the union it would accept its terms aside from the security clause. Normally KSD takes the air at 5:30 a.m.

The KSD-TV test pattern took the air at 8:15 a.m., right on schedule.

KSD agreed to leave details of the security clause up to a two-man group comprising Mr. Jacobs and Monroe Roberts, secretary of the St. Louis Newspaper Publishers Assn. The station was not believed to have considered this clause an important issue but the union took an opposite viewpoint.

A pre-negotiation conference was held in Washington Nov. 10, it was learned. Participating were Chairman Sloan and William E. Ware, KSTL, for the management group and D. W. Tracy, international president, and other executives for the union.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH NOVEMBER 15

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,307	2,287	130		289	107
FM Stations	642	353	90	*1	9	2
TV Stations	108	90	18		453	171

* On the air.

* * *

(Actions of the FCC start on page 94)

Docket Actions . . .

FINAL DECISION

KFXD Nampa, Idaho—Frank E. Hurt & Son Inc. FCC issued decision granting application for change from 580 kc 1 kw fulltime DA-DN, to 580 kc 5 kw fulltime DA-N; conditions. Granted Nov. 15.

DECISION AND ORDER

WRIA Caguas, P. R.—Inter-American Radio Corp. FCC issued decision and order adopting initial decision which rescinds Commission's order of Nov. 13, 1950, revoking license of WRIA [B•T, Nov. 12, Oct. 15, 1951, Nov. 20, 1950]. Decision Nov. 9.

OPINION AND ORDER

WQAN Scranton, Pa.—Scranton Times Co. FCC granted motion to reopen record re application for CP to change from 630 kc 500 w, daytime, to 1540 kc 250 w, fulltime; vacated and set aside initial decision [B•T, Oct. 1]; remanded proceeding to Hearing Examiner Hugh B. Hutchison for further proceedings to afford applicant opportunity to present evidence with respect to network affiliation of WSCR Scranton, and requirement of affiliation contract. Order Nov. 9.

Non-Docket Actions . . .

TRANSFER GRANTS

KAFP Petaluma, Calif.—Granted consent to transfer control Petaluma Bcstrs., licensee, from Harold A. Sparks, Vernon V. Sparks and Forrest W. Hughes to V. A. L. Linder, M. E. Linder and William Exline through sale of 198 shares of stock for $30,000. V. A. L. Linder is a farm landlord, Blackhawk County, Iowa, and former production and continuity supervisor KEX Portland, Ore., M. E. Linder is employe of U. S. Dept. of Labor, and Mr. Exline is employe of KSLM Salem, Ore. Decision Nov. 15.

WISR-AM-FM Butler, Pa.—Granted consent to transfer control Butler Bcstg. Co., licensee, from Sara E. Rosenblum, executrix of estate David H. Rosenblum, deceased, to Sara E. Rosenblum, Joel W. Rosenblum and Union Trust Co. of Butler (guardian of Ray Harris Rosenblum) under devices of will of David H. Rosenblum (FCC ROUNDUP, Nov. 5). No monetary consideration. Granted Nov. 15.

New Applications . . .

AM APPLICATIONS

North Bergen, N. J.—Balter Radio & Television Corp., 1220 kc 250 w daytime; estimated construction cost $55,900, estimated first year operating cost $57,924, estimated first year revenue $80,000. Stockholders (each with 25% interest) are: President Leslie Balter, president and 43% stockholder Jersey City Technical Institute Inc. (radio and television school); Gladys Balter, secretary-treasurer and 2% stockholder Jersey City Technical Institute, and wife of Leslie Balter; Secretary-Treasurer Stanley A. Balter, vice president and 55% stockholder Jersey City Technical Institute, and Jean Balter, wife of Stanley Balter. Filed Nov. 9.

Linton, Ind.—Henry C. Sanders and Norman Hall, 950 kc 500 w daytime; estimated construction cost $15,630, estimated first year operating cost $25,000, estimated first year revenue $45,000. Partners are Mr. Sanders (75%), majority owner WBNL Boonville, Ind., and Mr. Hall (25%), minority owner WBNL. Filed Nov. 13.

Baton Rouge, La.—Capital City Bcstg. Co., 1260 kc 1 kw daytime; estimated construction cost $29,000, estimated first year operating cost $85,000, estimated first year revenue $100,000. Equal (50%) partners are Jules J. Paglin, president and 50% owner WBOK New Orleans, La., and president and 42.5% owner KWSL Lake Charles, La., and Stanley W. Ray Jr., vice president, general manager and 50% owner WBOK, and secretary-treasurer and 42.5% owner KWSL. Filed Nov. 14.

Abilene, Tex.—Key City Bcstg. Co., 1220 kc 250 w daytime; estimated construction cost $18,700, estimated first year operating cost $32,400, estimated first year revenue $54,000. Partners are Effie O. Whisenant (80%), owner of farm and residence, Abilene, and W. O. Stewart (20%), partner Stewart & Stewart Radio Engineers and transmitter operator KBWD Brownwood, Tex. Filed Nov. 14.

Benton, Ark.—Benton Bcstg. Service, 690 kc 250 w daytime; estimated first year operating cost $8,700, estimated first year operating cost $30,000, estimated first year revenue $40,000. Equal (25%) partners are W. Richard Tuck Jr., general manager KVMA Magnolia, Ark., C. Lavelle Langley, commercial manager KVMA, Roy M. Fish, partner in law firm of Bolin, Lowe & Fish, and James C. Branch Jr., sales manager Branch Motors Inc., Springhill, La.

TRANSFER REQUESTS

KDAS Malvern, Ark.—Assignment of permit from David M. Segal to Malvern Bcstg. Co. to enable key employes to have share in business; employe incentive only reason for assignment of permit and no monetary consideration involved. After assignment, interest would be held by Mr. Segal (51%), Thomas F. Alford (20%), manager KTFS Texarkana, Tex., Leslie Eugene Abrahamson (10%), announcer KTFS, Edward M. Guss (10%), manager WGVM Greenville, Miss., and Ernest W. Hackworth (9%), program director KTFS.

WSIP Paintsville, Ky.—Assignment of license from W. Howes Meade, tr/as Big Sandy Bcstg. Co., to Ted Arnold Silvert (50%) and Escomb Chandler (50%) for $75,000. Mr. Silvert has 8.75% interest in WSFC Somerset, Ky., and Mr. Chandler owns 25% interest in Paintsville Dry Cleaners & Laundry, Paintsville, which he operates. Mr. Meade, transferor, has 70% interest in WSFC Somerset. Refiled Nov. 14 (originally filed Oct. 18, but returned).

WSHB Stillwater, Minn.—Assignment of license from William F. Johns Sr., William F. Johns Jr. and Penrose H. Johns to William F. Johns Jr. and Penrose H. Johns d/b as St. Croix Bcstg. Co. for $37,000, payable $250 or more per month at 3% interest. Filed Nov. 14.

WCOP-AM-FM Boston—Assignment of license from Cowles Bcstg. Co. to T. B. Baker Jr., A. G. Beaman and Roy V. Whisnand for $150,000. Messrs. Baker and Beaman each own 50% of WKDA Nashville, and Mr. Whisnand is commercial manager WKDA (CLOSED CIRCUIT, Nov. 5). Filed Nov. 14.

Appliance Dealers

(Continued from page 26)

ers themselves, he said, pointing out that "you have the electric washing machine to take the place of the washtubs, the electric drier that outmodes the clotheslines," etc.

But among "reasons" for non-use of radio and TV, he said, the one that "tops them all" is the argument that "my business is different." He pointed out that an almost countless number of businesses are using the broadcast media successfully and that although businesses differ in operating details their objectives are basically the same: to sell merchandise or services at a reasonable profit.

AVA RESCUED

New Organization Formed

AMERICAN Vitamin Assoc. Inc., Hollywood, revitalized with new capital, was saved from possible receivership last week. U. S. District Court approved formation of Thyavals Inc., by a group of Seattle investors to carry on sales, promotion and merchandising of firm's three vitamin products, Thyavals, Orvita and Formula 621 under AVA trademark, paying royalties for that privilege.

Lloyd H. Daviscourt, Homer Snowden, and associates were given an option to buy 51% stock in AVA [B•T, Nov. 12].

New Capitalization

Under the setup the new corporation will have initial capitalization of not less than $25,000 with additional $100,000 to be obtained as working capital. Mr. Daviscourt heads Thyavals Inc. in Los Angeles. George S. Johnson, former AVA president, heads the new sales organization.

AVA early this month petitioned in Los Angeles to reorganize under Chapter 11 of the Federal Bankruptcy Act. The firm's liabilities were given as nearly $750,000 with assets of $350,000.

Formerly a heavy TV user, products now will be promoted on a more consevative basis.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Ridgeway

SLOW POKE

On Records: Pee Wee King—Victor 21-0489; Roberta Lee—Decca 27792; Helen O'Connell—Capitol 1873; Hawkshaw Hawkins—King 998; Tiny Hill—Mercury 5740; Ralph Flanagan—Victor 20-4373; Art Mooney—MGM 11115; J. Watson—Rich-R-Tone 1025; John Gordy Sextet—Bullet 1099.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WVAM FIRE

On Air Day Later

WVAM Altoona, Pa., 1 kw CBS outlet, returned to the air at 10 p.m. Wednesday with temporary equipment, after the plant had been gutted by fire early Tuesday morning. Damage was estimated at $87,000.

With all Altoona stations lending a hand in the emergency, WVAM set up a 250 w Tempco transmitter. George Burgoon, chief engineer of WFBG, led the crew assisting WVAM's staff.

George Hayes, Altoona consulting engineer, worked through Tuesday and Wednesday without sleep to direct the technical job. Bill Butterworth, WVAM acting chief engineer, was in charge for the station. Mr. Burgoon, dispatched from WFBG, led the group of competing stations.

Gates transmitter, studio equipment, frequency monitor and all control equipment were destroyed. Office records, transcription library and other recordings escaped damage.

Temporary equipment was installed in one of the three usable rooms left in the WVAM building, located in the high Columbia Park section of the city. CBS line and the long cable to the tower were not damaged.

R. G. Walter, general manager, and Will Union, commercial manager, were notified of the fire at 4 a.m. Tuesday at the William Penn Hotel, Pittsburgh, where they were attending the NARTB District 3 meeting. They drove to Altoona at once to take charge of the salvage job and arrange quick return to the air. All equipment needing replacement has been ordered by WVAM.

THIS is what remains of WVAM Altoona, Pa., after a Tuesday fire destroyed studios and all equipment, but the station was back on the air Thursday in three still usable rooms with help of a temporary transmitter.

PHIL DAVIS EXPANDS

Miss O'Brien Joins Firm

PHIL DAVIS Musical Enterprises, New York, producer of jingles and spots, last week enlarged its headquarters and its executive staff.

Miss O'Brien

The firm, which is located at 1650 Broadway, took over the recently vacated Milton Berle offices to add to its own suite.

Frances O'Brien, formerly with Tom Fizdale and the Earle Ferris offices, has joined the organization as advertising director and in charge of sales promotion.

Sponsors 'Carol'

A. O. SMITH Corp., Milwaukee (industrial manufacturer), will again sponsor Charles Dickens' *Christmas Carol* with Lionel Barrymore as Scrooge over Mutual network, Sunday, Dec. 23. Agency is Henri, Hurst & McDonald, Chicago.

WIN ELECTIONS

Radiomen Capture Votes

TWO BROADCASTERS were elected to the bench at the recent Pennsylvania balloting—Louis L. Kaufman, WCAE Pittsburgh, and John Morgan Davis, WIBG Philadelphia. Other radiomen also have been elected to public posts in current elections.

Mr. Kaufman is a newscaster and attorney. He was elected Allegheny County court judge with an 18,000 vote margin over his nearest opponent, amassing a total of 249,000 votes. He has been in Pittsburgh radio 28 years, always having a high rating, and is currently heard on WCAE at 1 p.m. and 6 p.m., five days a week.

Though he ran for nomination without the backing of the Republican organization, Mr. Kaufman topped the party's ticket and almost won a place on the Democratic slate during the primary as a write-in candidate. He credits his listening audience with the fine showing.

WCAE added this comment in announcing the election, "Kaufman has been sold out completely for some time on all 10 of his airings."

Mr. Davis is vice president and general counsel as well as an important stockholder in WIBG. He was elected judge of Common Pleas Court No. 4, defeating the incumbent, Judge Tom Bluett.

Mr. Davis

Entering radio in 1935 as part owner of WIBG, Mr. Davis sold his interest in 1939 but has continued as vice president, general counsel and director. In addition he is president and principal owner of WALL Middletown, N. Y., and secretary-stockholder of WAEB Allentown, Pa. In the mid-'40s he was general counsel of NAB.

His political and civic career includes a long list of activities as well as general and labor relations law practice in Philadelphia. In 1944 he was a Presidential Elector for Franklin D. Roosevelt. He has been active in Pennsylvania politics and has held important posts in state and local organizations as well as legal associations.

Technicians at KDKA Pittsburgh and their wives currently rule the political roost in a small Pennsylvania country village—thanks to election ballots cast by many of Saxonburg's 500 residents.

The village "fathers" comprise Herb Irving, transmitter supervisor, as burgess; Kenny Walborn, transmitter engineer, councilman; E. M. Sollie, engineer, school director and treasurer; and Mrs. Irving and Mrs. Sollie, as school director and minority elections inspector, respectively.

The staffers established their homes in Saxonburg about 20 years ago, about the time KDKA constructed its first 50 kw transmitter there. While the transmitter site subsequently was moved, the staff remained in the village.

Charles Warren, general manager of WCMI Ashland, Ky., has been elected a city commissioner.

Harold J. Frank, manager of WSLB-AM-FM Ogdensburg, N. Y., has been elected an alderman in the city's third ward.

RADIO NEWSMAN

Role Is Defined At SDX Meet

RADIO occupies a pre-eminent role among news media but radio newsmen were warned Thursday not to be smug. The place of radio and TV in the overall news picture was discussed in a forum held by Sigma Delta Chi, national journalism fraternity, holding its annual convention in Detroit.

Theme of the convention was the battle to preserve freedom of information.

Moderating the radio-TV news panel was Mitchell V. Charnley, U. of Minnesota. Panel members included Jack Shelley, news manager of WHO Des Moines; Ted Koop, CBS Washington director of news and public affairs; L. J. Bormann, news director, WCCO Minneapolis, new president of National Assn. of Radio News Directors, and Sig Mickelson, CBS Television news and public affairs director (story page 27).

Messrs. Shelley and Bormann strongly dissented to the contention that TV news will "crowd out radio newscasting." Mr. Shelley said three out of five Iowa adults prefer getting news from radio compared to a third who prefer TV (see Iowa survey page 46). He predicted "nobody is ever going to find a better medium in the field of electronics for rapidly, completely and understandably reporting a summary of the day's news events—local, state, national and worldwide—than the voiced newscast which some of the best newsmen in the world have hammered out as a tried and true format during the last 20 years. It's a format that's pretty hard to beat. I think it's a little early to hold a funeral for it."

Mr. Bormann conceded TV's "exceptional job" on such events as the Kefauver hearings and Japanese peace treaty but questioned TV's ability to compete with radio on spot news breaks that are "the meat and potatoes of our trade."

Attention to the rapidly rising audience for top TV newscasters was directed by Mr. Mickelson, who added that a shortage of trained personnel exists in the TV news field. He said the boasts of radio men were "whistling along the last mile." Mr. Koop took a more moderate stand, stating there was room for all media, and that each had its own advantages. He noted that the 15-minute Douglas Edwards news show has over 125 man hours behind each quarter-hour.

Must Protect Freedom

The need of protecting freedom of information came up during the Thursday night meeting and was expected to appear again Saturday during the resolutions sessions.

Alexander F. Jones, executive editor of the *Syracuse Herald-Journal* (WSYR-AM-TV) and president of the American Society of Newspaper Editors, said the American press should demand that Congress give it legal access to records of federal agencies. He deplored gradual extension of "censorship powers" to all department heads, as authorized by President Truman's September order.

Lee A. White, public relations director of the *Detroit News* (WWJ-AM-TV), in the keynote address opening the convention Thursday, also lashed out against government censorship.

Upcoming

Nov. 18-21: Public Relations Society of America, fourth annual conference, Edgewater Beach Hotel, Chicago.

Nov. 19: Southern California Advertising Agencies Assn., panel discussion, ABC Television Center, Los Angeles.

Nov. 21: Maryland-District of Columbia organization meeting, Emerson Hotel, Baltimore.

Nov. 22-24: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Dec. 5-7: NARTB Board of Directors, Washington.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 8, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

GIVEAWAY RULES

Court Test Seen

LEGALITY of FCC's rules on giveaway programs may be argued in a special three-judge court in New York before the end of the year. That is the hope of network and FCC attorneys following a meeting in New York two weeks ago.

Giveaway rules—which would effectively ban much of that type of program on the air, according to network officials—were promulgated by the FCC in 1949 [B•T, Aug. 22, 1949], following an oral argument on the subject in 1948 [B•T, Oct. 25, 1948]. ABC, CBS and NBC immediately went to the U. S. District Court for the Southern District of New York to challenge the legality of the rules. At the same time Radio Features Inc., package producer, asked for and got a restraining order in the U. S. District in Chicago.

Following the Chicago Court's action and the imminent similar action by the New York court, the FCC postponed the effective date of the new rules pending the outcome of court tests.

The giveaway rules are an FCC interpretation and clarification of Sec. 1304 of the U. S. Criminal Code dealing with lotteries. The rules are Sec. 3.192 for AM, 3.292 for FM and 3.692 for TV.

In essence, the rules specify that a giveaway program will be considered a lottery if the winner has to do the following among other things: (1) Listen or view the program involved; (2) have in his possession the sponsor's product, (3) reply to a question, the correct answer to which has been announced during the program involved; (4) answer the telephone or write a letter in a manner prescribed during the program.

Present at the meeting of attorneys were: Benedict Cottone, FCC general counsel; Max Goldman, FCC assistant general counsel; Alfred McCormick of Cravath, Swain & Moore, representing ABC; Max Freund, CBS; Dudley B. Tenney of Cahill, Gordon, Zachry & Reindel, and Thomas E. Ervin, representing NBC.

MEMBERS of the all-radio Affiliates Committee sat for their first committee picture during their Nov. 8-9 session in New York, when they canvassed research problems with Robert Elder, research expert and consultant, and then, turning to NBC's new basic economic plan, explored that revolutionary blueprint and condemned its principal features [B•T, Nov. 12].

L to r: Seated, John Patt, Goodwill Stations; Clair R. McCollough, Steinman Stations; Committee Chairman Paul W. Morency, WTIC Hartford; Mr. Elder, consultant; Walter J. Damm, WTMJ Milwaukee. Standing, G. Richard Shafto, WIS Columbia and WSPA Spartanburg, S. C.; Edgar Kobak, consultant, owner of WTWA Thomson, Ga., and board chairman of BAB; Ben Strouse, WWDC Washington; Hugh Terry, KLZ Denver; Kenyon Brown, KWFT Wichita Falls, Tex.; Richard Fairbanks, WIBC Indianapolis; Robert D. Swezey, WDSU New Orleans. Committee members absent: George Storer, Fort Industry Co., and Leonard Kapner, WCAE Pittsburgh.

NBC Rate Plan

(Continued from page 23)

vice president and director of TV production.

Thursday afternoon—Meeting of affiliates.

Friday—Closed meeting of affiliates and network officials for discussion of questions raised by the affiliates.

Friday night—Banquet, with comics Dean Martin and Jerry Lewis heading the entertainment.

On the subject of the All-Industry Affiliates Committee's attack on the NBC plan, one network official last week ran down the list of AC statements and offered these observations.

To the AC statement that radio rates should be based on each station's own circulation, without regard for any competing medium, he said NBC's plan does use radio circulation as a base, but also includes a TV factor on the ground that "we can't pretend realistically that TV is not a factor." But he said NBC is confident that "we'll still have substantial rates for radio even when there is 100% TV saturation."

The network official had no fault to find with the Affiliates Committee's rejection of the theory that a radio home automatically becomes a non-radio home whenever a TV set is installed.

"In fact," he added, "we said it first."

Formula Necessary

To the AC assertion that "no arbitrarily computed formula can effectively measure the values of hundreds of radio stations, each operating under the special conditions of its own market," the NBC spokesman insisted that some formula is necessary in order to "divide the rates up fairly," and that NBC is certain its formula is a fair and realistic one.

On AC's statement that "the basic reason for the existence of national networks is to provide national coverage," the official pointed out that no network has ever required an advertiser to use 100% of its affiliates. Further, he said, where NBC formerly required a network advertiser to use at least 50 stations, including 29 "must-buys," the new plan makes it necessary for him to buy more than 50 but gives him freedom of choice as to which ones he wants to use.

The network executive agreed with the Affiliates Committee as to desirability of selling on a 13-week basis, but insisted that advertisers unable to afford such expenditures "should not be denied the opportunities of getting into radio" according to their ability and needs. For that reason, he said, the NBC blueprint offers certain programs on a one-time-or-more basis.

WARD FORMS FIRM

Offers Research Service

NEW firm to offer "complete service in marketing, media and opinion research" has been formed by James A. Ward, for the last 11 years vice president, research director, and general manager of Crossley Inc. The new company, J. A. Ward Inc., has offices at 8 W. 40th St., New York.

On the theory that "in an era of rapidly changing market and media conditions, too little information has been developed on the efficiency of advertising," he said the new company is "developing and testing several qualitative techniques to assist the advertiser in better evaluation of his selling effort."

MOVIE 'RED' PROBE

May be Resumed Soon

CONGRESSIONAL probe into alleged Communist influences within the motion picture industry may be re-opened by the House Un-American Activities Committee before next January, it was revealed last week.

While no date has been set, the committee may hold two or three days of hearings before Congress reconvenes next January, according to Frank S. Tavenner Jr., committee counsel. Public hearings would be held in Washington.

Upwards of 15 witnesses from the film industry are being sought to testify, Mr. Tavenner said, upon serving them with subpenas. The committee held hearings in Washington and Hollywood last spring and summer.

RCA tube distributors are offering dealers and servicemen three-ring leatherette binder at no extra charge when they purchase RCA service data literature costing them $10 or more.

at deadline

ROOSEVELTS DISCUSS WINS; ELLIOTT, RIVERS FORM FIRM

REPORTS Elliott and John Roosevelt, sons of late President, about to announce purchase of 50 kw WINS New York (on 1010 kc) dubbed premature Friday by James D. Shouse, chairman of Crosley Broadcasting Corp., owners of New York station.

Mr. Shouse said he had had purely tentative conversations with Elliott Roosevelt about WINS—as he has had with number of others during last few months. None of conversations has gotten to serious point, he said.

Meanwhile, partnership of Elliott Roosevelt and E. D. Rivers Jr., Georgia broadcaster, in new company to produce motion pictures and lease transmitters and equipment to TV stations disclosed.

TV films will be produced in color, Mr. Roosevelt said, predicting full color TV on nationwide basis "within two or three years." Until then pictures can be used black-and-white.

Company plans to offer transmitter and studio equipment to small stations on lease basis, in effort to meet new stations' initial financial problems.

Mr. Roosevelt also said he was joining Mr. Rivers in TV applications for Atlanta, Valdosta and Savannah, perhaps other stations in Georgia. Mr. Rivers already TV applicant for Atlanta and is owner of stations WEAS Decatur, WGOV Valdosta, WJIV Savannah, all in Georgia, and KWEM West Memphis, Ark.

Mr. Roosevelt is associated with brother John in New York radio-TV production firm, and with Mr. Rivers' father, former Georgia Governor E. D. Rivers, in TV application for Miami, not yet filed [B•T, Aug. 20]. Gov. Rivers owns WOBS Jackson, Miss., and WLBS Birmingham.

TRANSFERS REPORTED TO FCC LAST WEEK

SALE of controlling interest in KWFC Hot Springs to Walter E. Hussman, publisher of *Camden* (Ark.) *News* and owner of KAMD Camden and KCMC Texarkana, Ark., reported last week. Mr. Hussman paid $60,000 for 75% interest in Hot Springs station (on 1340 kc with 250 w), buying out Dr. N. B. Burch and family. Clyde Wilson, Hot Springs businessman, who founded station in 1939, retains 25% interest. Mr. Hussman will be president, Mr. Wilson remains vice president.

Purchase of WDHL Bradenton, Fla., for $55,000 from Manatee Broadcasting Co. (L. E. Jackobson) to Trail Broadcasting Corp. also reported last week. Trail company subsidiary of Land-O'Lakes Broadcasting Corp., licensee of WILE Cambridge, Ohio.

Controlling interest in KBIS Bakersfield was bought from Marmat Radio Co. by Hal Brown, manager of KMJ Fresno and one-time manager of KERN Bakersfield, for undisclosed sum, it also was reported.

Sale of KREM Spokane from Cole E. Wylie to Louis Wasmer, Pacific Northwest broadcaster, for $255,000 was disclosed Friday with filing of application for FCC approval. Mr. Wasmer now owns KSPO Spokane but is selling 250 w station (on 1230 kc) to group headed by two Seattle radio station employes for undisclosed amount. Mr. Wasmer also owns 43% of KOL Seattle and 22% of KXLL Missoula, Mont.

WHAS ASKS GAME ON TV

LIFTING of National Collegiate Athletic Assn. television ban on Kentucky-Tennessee football game Nov. 24 at Lexington asked Friday by Victor A. Sholis, vice president-director of WHAS-AM-TV Louisville, in telegrams to NCAA TV Committee and presidents of all Southeastern Conference colleges.

TV ban would deny million persons in three states chance to see top game of day, he said, pointing out there's no other game in Louisville area that day and area is blacked out from NCAA's game of day. WHAS-TV and WSM-TV Nashville plan to pool equipment and set up Lexington-Louisville relay. Conference presidents were to meet Sunday in Birmingham.

FOUR RA-TEL STATIONS MOVE TO PEARSON CO.

WITHDRAWAL of Ra-Tel Representatives Inc. from active solicitation of radio and TV advertising confirmed coincidentally with announcement Friday that four stations formerly represented by Ra-Tel have appointed John E. Pearson Co. and that two of its staff have joined Pearson New York office. Spokesmen said Ra-Tel will continue to bill and collect on orders handled.

Former Ra-Tel-represented stations naming Pearson for representation are WHOO Orlando, Fla.; KLOU Lake Charles, La.; WKYB Paducah, Ky., and WDAR Savannah, Ga.

Personnel moving from Ra-Tel to Pearson are Raymond F. Henze Jr., account executive, and Ada Alfred, who will supervise contract department. Ra-Tel spokesmen said all former staff members now employed elsewhere. Two other stations formerly represented by Ra-Tel, WNOE New Orleans and KNOE Monroe, La., have named H-R Representatives [B•T, Nov. 12].

PEOPLE...

FRED CUSICK, assistant timebuyer, Dancer-Fitzgerald-Sample, N. Y., moving to Cunningham & Walsh, N. Y., as chief timebuyer in radio and television, succeeding Jerome (Jerry) Feniger, who starts at CBS Radio Spot Sales on Nov. 26.

EUNICE DICKSON McGARRY, assistant timebuyer, Harry B. Cohen, agency, N. Y., to Doherty Clifford & Shenfield, N. Y., as timebuyer.

CHARLES A. BATSON, NARTB's TV director up to last summer, joins Broadcasting Co. of the South as director of TV, headquartered at WIS Columbia, S. C.

SAMUEL F. JACKSON, formerly of WPIX (TV) New York and the *New York Daily News*, and **ROGER A. O'CONNOR**, formerly of William Esty & Co. and *U. S. News and World Report*, have joined Avery-Knodel Inc., station representative firm, as account executives in television and radio departments, respectively.

VINCENT MEADE, assistant to director of program sales CBS Radio network sales department, appointed assistant director of research CBS Radio Spot Sales, effective immediately. With network since Feb. 1949, Mr. Meade began in rating services division of radio network research department.

THOMAS H. CALHOUN, WEEI Boston—CBS O&O station to radio-television department, N. W. Ayer & Son, N. Y., in executive capacity.

MAC WARD to ABC Chicago as radio network account executive from sales at WBBM (CBS) same city.

BERT LOWN, vice president of Muzak Corp. and general manager of Muzak's Associated Program Service, joins CBS-TV station relations department under Fritz Snyder, national director. Mr. Lown was widely known bandleader and songwriter of '30s and wrote "Bye Bye Blues" and "You're the One I Care For."

DR. VLADIMIR K. ZWORYKIN, RCA vice president and technical consultant, married Dr. Katherine A. Polevitzky, professor of science at U. of Pennsylvania. Couple left Thursday on a round-the-world trip during which Dr. Zworykin will deliver series of addresses.

District 1 Asks Political Safeguards

"URGENT NEED" for relief of radio and TV broadcasters from responsibility for statements in political programs voiced by NARTB District 1 at last of annual district meeting series (see political story page 25). Resolution adopted at concluding session in Boston Friday (early story page 30).

Rights and responsibilities of radio and TV licensees in connection with political programs should be cleared up, district contended, calling on NARTB "to take all necessary steps to secure early passage of clarifying legislation."

District 1 urged prompt Senate action on NARBA agreement; enactment of McFarland Bill; commended Craig Lawrence, WCOP Boston, district director, along with Oliver Gramling, Associated Press, and NARTB President Harold E. Fellows as well as staff executives. Other resolutions opposed Benton Bill and condemned industry tactics such as rate-cutting, holding they undermine broadcasting's economic position.

Members of Resolutions Committee were Gerald Harrison, WMAS Springfield, chairman; Robert Booth, WTAG Worcester, Hervey Carter, WMUR Manchester; J. Maxim Ryder, WBRY Waterbury, and Arnold T. Schoen, WPRO Providence.

Speakers at two-day meeting included Richard P. Doherty, NARTB labor relations director, who conducted management-cost clinic; Mr. Gramling; Edgar Kobak (see story page 36).

William B. Ryan, president of Broadcast Advertising Bureau, conducted sales clinic Friday afternoon. Aiding him were Kevin Sweeney, BAB general promotion manager, and Lee Hart, head of Chicago office.

John W. Guider, WMOU Berlin, N. H., suggested copies of Benton resolution be sent to each NARTB member in district, with members to send copies to Representatives and Senators. Suggestion was adopted.

Television discussion was conducted by panel consisting of Mr. Fellows, on TV nationally; Raymond F. Guy, NBC manager of radio and allocations engineering, on UHF; James T. Milne, general manager of WNHC-TV New Haven, on medium-size markets.

CAN YOU IMAGINE?

between 11 PM and MIDNIGHT...

43% of all sets in the area in use instead of the usual 10 or 15% in this time period?*
83% of these families viewing WLW TELEVISION?*

WELL IT'S TRUE!!!

"FAMILY THEATRE"—this new series of first-run on TV movies is telecast in Cincinnati, Dayton and Columbus, 11:10 P.M., Sunday through Friday. Opening picture was "The Story of G I Joe" with star Burgess Meredith on hand for the Hollywood type premiere promoted and exploited in true WLW-TV style.

ANOTHER — HIGH RATED
LOW COST FEATURE OF

WLW - TELEVISION

The Nation's TV Stations

WLW-T	WLW-D	WLW-C
CINCINNATI OHIO	DAYTON OHIO	COLUMBUS OHIO

*Survey by WLW Research